

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXIII. NEW YORK, APRIL 29, 1908.

No. 5.

In every one of the cities and towns of the United States and Canada there is a One Best Dealer in your line.

We can get 6,000 of them for you, because we make your appeal to their own interests.

The cost of our service is what you would pay one high-class salesman. The result could not be secured by 50 such salesmen.

Bates Advertising Company

CONVERSE D. MARSH, Chairman Executive Committee

15 Spruce Street, New York City

THE Indianapolis News

*The Great Home Paper
of Indianapolis.*

The Des Moines (Iowa) CAPITAL is one of the most successful and influential newspapers in the Middle West. Its publisher is Lafayette Young, a man of national reputation as an orator, who has been a prominent figure in national Republican conventions for years.

Without any solicitation or even suggestion *The Capital* subscribed for THE INDIANAPOLIS NEWS to be sent daily for one month to the principal merchants of Des Moines, and notified them of this in the following letter :

DES MOINES, March 31, 1908.

Dear Sir—

I am to-day ordering THE INDIANAPOLIS NEWS sent to your address for one month gratuitously. This is one of the greatest evening newspapers in America and contains some of the finest retail advertising that is written in the United States. This is but a six-day evening newspaper and yet it regularly carries a very much larger amount of advertising than any other newspaper in its field. I am quite sure that you will find the NEWS a delightful newspaper, and it may be helpful to you in your ad writing and also helpful in the appreciation of evening newspapers generally as advertising mediums.

With very best wishes, I remain,

Very truly yours,

THE DES MOINES CAPITAL.

The Net Paid Daily Circulation of The
Indianapolis News for the Month
of March, 1908, was

81,295

In Indianapolis alone 42,126.

Special Representatives:

DAN A. CARROLL,
Tribune Building,
New York.

W. Y. PERRY,
1st National Bank Building,
Chicago.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1863.

VOL. LXIII.

NEW YORK, APRIL 29, 1908.

No. 5.

THE "DUTCH BOY" IN THE FARM PAPERS.

AGRICULTURAL PUBLICATIONS WIDELY USED BY THE NATIONAL LEAD COMPANY WITH GRATIFYING RESULTS—GOVERNING FACTOR IN THE ADVERTISING EFFECTIVENESS OF THESE PAPERS FOUND TO REST IN A BROAD, HONEST EDITORIAL POLICY—VALUE OF THE LEADING FARM JOURNALS AS COMPARED WITH THE LEADING GENERAL MAGAZINES.

In preceding issues of PRINTERS' INK were discussed, under the heads of "The Farm Paper and Its Field" and "The Farmer and His Benzine Buggy," the status to-day of the American farmer, his present high degree of prosperity, the causes of it and the strength and field of his organ, the agricultural press.

In the latter of these two articles, it was shown that the better farm papers have advanced to such a high point of development and circulate among so intelligent a class of readers that they are suitable as advertising mediums, not only for articles peculiarly adapted to farm work, but quite as well for those of a more general and luxurious use. The title, "The Farmer and His Benzine Buggy," was not satirical in its conception.

In the present article is told the story of a national advertiser who has employed the agricultural papers continuously for years, as an advertising medium for the identical commodity which his concern advertises through the general monthly and weekly magazines. The views of this advertiser, while in many in-

stances constituting a concurrence in the views set forth in the preceding articles, are interesting in that they do not constitute quite so unqualified an endorsement of the efficacy of every farm paper as an advertising medium. O. C. Harn, advertising manager for the National Lead Company, has used farm papers extensively. He has keyed them carefully, knows their pulling power accurately, and what he has to say, therefore, must be accepted, so far at least as the advertising of his paints goes, as authoritative.

"The farm paper as an advertising medium," Mr. Harn told the writer, "is generally good. At any rate, we have found it so, so far as paints go. There are different classes of farm papers, however. There is the farm paper with a large circulation based solely upon the helpfulness and interest of its reading columns. Such a paper is always a good advertising medium. Then there is the farm paper of small circulation, but one based solely upon merit and distributed in a highly specialized branch of agriculture. A paper of this character is also useful to the general advertiser. Then there is the paper of an indifferent circulation, and one built up either around the publisher's personality or through some other element quite independent of intrinsic merit. Papers of this class have never been resultful advertising mediums for us.

"The editorial policy of a farm paper, to make the paper desirable as an advertising medium, must be honest, broad and helpful. If the reader believes in his editor, he will believe in the advertisements in his editor's paper.

But his belief must be based on which is far more favorable to the facts. Now, one of the chief complaints to be made against the farm paper is the foolish practice of 'writing up' its advertisers. It is harmful in many ways. For instance, with the view of pleasing us, one editor will write up a lengthy editorial on our product. White lead and linseed oil, in this editorial, will be the only thing worth while in the world of paints. Now, if he let it go at that, we would probably be satisfied. But he doesn't. It is his impartiality, or, rather, his inconsistency, in the matter of these reading notices which causes the hitch. The next week after setting the editorial stamp of endorsement upon our paints, he turns around and gives his pen and literary powers fullest sway in the praise of another paint advertiser whose product can be endorsed only by condemning ours, as his claim is that white lead and linseed do not constitute good paint.

"Aside from the feelings of the advertisers, what must be those of the readers of the paper? What must be their faith in the opinions and writings of an editor who so openly contradicts himself? If he is 'off' in this instance, they are likely to argue, he is probably as far 'off' in other matters—if he has so little respect for his own editorial columns that he will deliberately misrepresent vital facts for the purpose of pleasing an advertiser, how much respect ought they, the readers, to have for him and his work?

"This is the crux of the situation in agricultural press circles, and for that reason I am dwelling upon it at some length. We use the farm papers, not so much to reach the farmers, as we find by our keyed inquiries that the general magazines are sufficiently effective in this particular, but our idea is to get what I may term a certain angle of approach upon him not available through the general magazines. If his farm paper is a well edited one, he reads it with a great deal of interest and in a receptive mood,

advertising of commodities such as ours than is the attitude with which he regards the general magazines. If the farm paper is not helpful and instructive, the farmer's interest in it lapses and the only reason why most general advertisers should use it no longer exists. This may seem a fine point, but it is a point which I have settled to my own satisfaction by careful study. If the farm paper editors who still favor the 'write up' would also study the matter out and would act upon what they must learn, they would probably find their papers growing more prosperous from an advertising standpoint.

"What every advertiser wants is a square deal. Few of us are looking for free 'write ups,' for we know how generally harmful they are. I am willing to let my advertisements be published alongside of any other paint advertisements in the paper. If my work does not pull, then it is up to me. But while I don't want any puffs myself, I don't want the other fellow to get any either. I don't want to put a carefully prepared, full-page advertisement on the merits of white lead and linseed oil into some farm paper, and have the editor of that paper express himself in the very same issue as of the opinion that my paint is not good but that somebody else's is fine. That isn't giving me a square deal. Let them cut out the free reading notice, and the farm paper will be far more popular with general advertisers. I may say that all farm papers do not by any means follow the free 'write up' practice, and that those that do not are strong with the farmers and with the advertisers."

"Does the copy which you run in the agricultural papers differ materially from that which you insert in the general magazines?" Mr. Harn was asked.

"Not in our present campaign. Generally speaking, where you are exploiting the application of a particular commodity, I believe that it is advisable to prepare

copy that is directly adaptable to the farmer and his needs. In the seed oil, we adapted the copy to campaign conducted last year, the conditions under which it was



No Need to Buy Paint Blindly

If there were no way of knowing good paint materials from bad, except by waiting to see how they may wear, painting would necessarily be the lottery which many people make it.

The paint lottery is not necessary. Pure White Lead and Pure Linseed Oil are the essential elements of good paint. White Lead can be tested absolutely. The commoner adulterants of Linseed Oil can be also detected. See that they are *pure* and *properly put on*, and the paint will stay put.

To test White Lead, a blowpipe is needed. If you intend to paint this season, ask us for a blowpipe, which we will send you free, together with full directions for using it. The test is so simple that any man, woman or child can make it.

Ask for "Test Equipment B."

Full Weight Kegs

The Dutch Boy Painter on a keg guaranteed to contain *full weight* of White Lead. Our packagings are not weighed with the contents; each keg contains what it contains of White Lead designated on the outside.

NATIONAL LEAD COMPANY

in whichever of the following cities is nearest you:

New York, Boston, Buffalo, Cleveland, Cincinnati,
Chicago, St. Louis, Philadelphia (John T. Lewis
& Bros. Co.), Pittsburgh
(National Lead
& Oil Co.)

which revolved, primarily, about published, and in the farm papers our new 'Dutch Boy' trademark referred to the economy and satisfaction, secondarily, about the merits of using *our* paints on

barns, outhouses, wagons and farm implements generally. The illustrations, too, partook of some local color. I do not believe, however, in 'hayseed' copy or 'rube' illustrations. The farmer of to-day is not a 'hayseed' and his wife is not a drudge, and any attempt to either write them up or depict them as such will, as a rule, be found unsatisfactory for the advertiser.

"In the educational campaign we are conducting this year, there is practically no difference between the advertisements we are running in the general magazines and those which we insert in the farm papers. True, in the general magazines, we use half-tone illustrations, stippled backgrounds and shaded border effect, while in the farm papers only the straight line effect can be used, but in the copy itself there is no essential difference. Our advertising this year is purely of an educational nature, and is prepared to show users of paint how they may test our brand as well as every other brand of paint that is claimed to be made from white lead."

"What is the purpose of this educational advertising?"

"Primarily it is, of course, to show up some of our competitors. Of all the paint concerns that claim to sell pure white lead, only a few actually do so. By far the greater part of the 'pure white lead' on the market is either greatly adulterated, containing very little pure lead, or else it is nothing but chalk, marble dust or some sort of clay. To test white lead is a very simple matter. Only a blowpipe and a candle are required to determine how much of white lead paint really is white lead; and it occurred to me that if we were to feature such a test as the keynote of our advertising this year, and offer to all interested readers the necessary test equipment, with full instruction how to use it, it would go a great ways toward strengthening our position."

"I did not believe that every reader who was interested in the

problem of paints would send for a test equipment. The very fact that we were not only able to substantiate our claims, but even went so far as to enable any one to substantiate them for himself was enough for the average reader. Those that did send for the equipment, about one in every hundred readers, immediately received it and were able to decide for themselves whether our product was pure or otherwise.

"This test feature was useful in another way. It furnished a very attractive peg upon which to hang our paint and quality story. Ordinarily, no matter how often you tell through advertising how pure your paint is, it makes but little impression on the average mind. But when we approached the public with this test idea, the element of newness it contained made the public sit up and take notice. When we said to our readers: 'Do you know that you can, by means of a simple little blowpipe and an ordinary tallow candle, reduce *our* pure white lead to ordinary metallic lead?'—the mental answer probably was: 'No! You don't say so. That's kind of interesting. How do you do it?' Those at least who had any painting jobs on hand began to think about white lead and began to differentiate between the kind you could test and the others—the kind that was *all* lead and the kinds that were not."

"Did you tabulate the inquiries which came in for the test equipment?"

"Yes, and we were unusually successful in tracing them and thus computing the pulling power of the different mediums. With regards to the resultfulness of the farm papers, I will give you some detailed data later. Just now I wish to dwell on the general results of the campaign. When we first began to advertise, we used no key at all and were able to trace only about forty per cent of the inquiries received. Last year we tried the widely used department letter. Readers, however, are pretty well on to that scheme, and we were not able to trace

through it more than ten or afford a fair indication of the fifteen per cent more inquiries purchasing power of its readers than we could when we used no key at all. That is, by means of the department letter key, we could only trace between fifty and fifty-five per cent of the inquiries which came in. This year we have made the request for the test equipment, the means by which we were to trace returns. Each advertisement contains the phrase: 'Ask for test equipment A' (B, C, D, etc.). Those who wanted the equipment were generally so anxious to get it that, even if they had an inkling of what the letter meant, they took no chances, but generally included it in their request. At any rate, we have been able to trace about ninety per cent of the returns which have come in so far this year, which is, I believe, a very good showing.

"Aside from giving us some interesting statistics as to the relative merits of the different mediums, these inquiries enable us to measure up the strength of our present campaign with that of previous years. During the first forty-five days of our 1907 campaign, returns ran one hundred per cent greater than those for the entire campaign of 1905. (During 1906 the National Lead Company did no advertising). The remarkable increase was due to the fact that our copy was concentrated and that for the first time all our advertisements featured the same trademark, that of the now-famous 'Dutch Boy.' For the first thirty days this year, returns were fifty per cent greater than they were for the first forty-five days last year, or one hundred and fifty per cent greater than those received during the entire year of 1905. This very favorable showing proves conclusively that the public is interested in a pure product and that it will very quickly respond to educational advertising.

"One point which has been very forcibly impressed upon me by the significance of these tabulated results is that the subscription rate of a magazine does not

The fact that a magazine costs twenty-five or thirty-five cents a copy does not necessarily mean that its readers have more money to spend than the readers of a ten or fifteen cent magazine. My opinion is that the class reached by a ten or fifteen cent magazine is really more substantial than the class reached by the higher priced magazines. To be sure, the highly literary magazine interests, perhaps, more literary and cultured people. But literary and cultured people are not always wealthy—more likely they are school teachers, settlement workers, writers and such, none of whom can, as a rule, be regarded as actually wealthy. The other magazines reach the people who are *living*, who are always alive to a live proposition, and who are always quick to act upon any new suggestion of interest.

"Another thing brought out by the statistics of our present campaign is that the more highly specialized a magazine is the more economical and resultful it is likely to prove to the advertiser. This is to be expected naturally, since in a magazine of general circulation only a small proportion of the readers can be interested in the same subject, when that subject is not one of common interest. All told, our best results have come this year from the specialized publications. One of the most satisfactory mediums on our list is a Minneapolis journal devoted solely to building interests and probably absolutely unknown outside the building trade. Every reader of that magazine is interested in building and consequently in the subject of paints, and the responses from our advertising in it have been surprisingly large.

"Our campaign this year has involved the use of practically all the leading farm papers. Of the sixty magazines we use, forty are agricultural publications and the other twenty are what we term general magazines. The copy used in the agricultural papers is,

as I have said, about the same as that which we run in the general magazines, and the plan of insertion is about the same. That is, when we run a full page advertisement in the general monthlies we occupy the same space in the farm monthlies, and when we take out a full page in the national weeklies our advertisements in the agricultural weeklies are also full pages.

"Under such conditions, it would be impossible not to draw parallels between the pulling power of the two classes of mediums. On the whole, we find that an average inquiry from a farm paper costs us about three times as much as one secured from a general magazine advertisement. This is accounted for in the large number of farm papers on our list. When our figures are based on a longer period of study and are consequently more accurate, we shall begin to weed out the farm papers that have not shown up well under all our tests. We believe that then the agricultural papers still remaining on our lists will be found to measure up equally well in the matter of number and cost of inquiries with the best general magazines.

"To test the comparative value of the two classes of mediums, I divided the different mediums we use into three groups, which I styled 'good,' 'fair' and 'poor.' In the first group there are nine general magazines and nine farm papers. Taking everything into consideration, the advertising rates included, the relative pulling value of these two sets of nine mediums is about equal, any slight difference that may exist being in favor of the farm journals. I have tabulated on this sheet the relative cost per inquiry of the different mediums in the first group." Mr. Harn's list is reprinted herewith:

First Group.

	Cost per inquiry
1. General Magazine Farm Paper	\$2.65 3.53
2. General Magazine Farm Paper	\$4.19 4.50

3. General Magazine Farm Paper	\$5.40 5.19
4. General Magazine Farm Paper	\$7.13 5.70
5. General Magazine Farm Paper	\$7.20 5.92
6. General Magazine Farm Paper	\$7.28 5.93
7. General Magazine Farm Paper	\$7.60 6.31
8. General Magazine Farm Paper	\$7.60 6.88
9. General Magazine Farm Paper	\$9.21 8.34

"In view of the fact that these inquiries do not represent the sole means by which we gauge the strength of a medium or the success of an advertisement, I do not feel that it would be exactly fair to the publications represented to give out their names or their respective places in the list. For instance, when I tell you that of all the general magazines—or those which we term general—the one which stands first is the *Craftsman*, a publication of not more than 16,000 circulation, you will realize that to publish the results of our tests, which, from the nature of the cast, must be more or less narrow, would be manifestly unfair. For us the *Craftsman* is an excellent advertising medium, but for others it might not be. Then, again, the difference in the advertising rates must be taken into consideration. Where the rates of a magazine are low, it takes but comparatively few inquiries to secure for it a place well up toward the top of our list. This is another reason why the specialized journals have shown up so well in our tabulations. Of the farm papers, the *Rural New Yorker* stands first. This requires no comment, however, for the paper is probably everything that a good farm paper should be."

ALPHONSIUS P. HAIRE.

DON M. PARKER has resigned as eastern representative of the *House Beautiful*, and has associated himself with the advertising staff of *McClure's Magazine*.

PUBLISHERS DINNER.

The first "joint dinner" of the Associated Press and American Newspaper Publishers' Association was a success from every standpoint, and justifies the hope that these two associations may continue to hold their annual sessions at one time. Between five and six hundred publishers and their guests dined in the Grand Ball Room of the Waldorf-Astoria, and then listened with different degrees of attention to addresses from two Presidential candidates. One of these was William Jennings Bryan, a brother publisher, whom most of those present would be exceedingly disappointed to see elected. His speech was given deep attention and was enthusiastically applauded. The other Presidential aspirant was Senator Philander C. Knox, who would be far more acceptable as Chief Executive to the majority of his audience, but whose speech was not listened to by one-tenth of those present.

The publishers and editors who attended represented the principal newspapers of the United States and Canada. At the speaker's table were Henry Watterson, General Stewart L. Woodford, Melville E. Stone, Hon. James M. Beck and other notables, besides those who had some part in the programme. Frank B. Noyes, editor of the Chicago *Record-Herald* and president of the Associated Press called the diners to order, and Bishop Burgess pronounced the invocation. After the dinner Herman Ridder, as president of the Publishers' Association, introduced as toastmaster General Taylor, of the Boston *Globe*.

The first speaker was Rabbi Stephen S. Wise, whose subject was the "Morality of the Press." Dr. Wise is an orator, and he almost outpointed Bryan in the estimation of his audience. The editor-candidate spoke on "Know the Truth," and after that Patrick F. Murphy, of New York and Boston entertained the diners with pointed epigrams, every one of which hit the bull's-eye. Then

came Senator Knox, and the assemblage adjourned, with the very distinct belief that this year's banquet had excelled all previous dinners of either organization. The Associated Press had a shade the better of it, because their meeting was all over with before the evening of the banquet, while the Publishers' Association had a session the following morning to divert the minds of the members from the festivities just passed.

CHEERFUL OUTLOOK.

The old cow to her young calf said,
It won't be long till you are dead;
But cheer up, child, don't have the blues,
They need your hide for Crossett
Shoes, —*Boot Strap.*

UNDISPUTED.

It is not disputed that THE RECORD-HERALD has a larger net sold circulation than any other two-cent paper in the United States, morning or evening, and it is the only morning paper in Chicago which freely gives information about its circulation.

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN,

NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

THE LITTLE DOOR FOR THE CAT.

There is an old story of the farmer who built a barn with every provision for his farm animals, from horse-stalls to hen-roosts. When it was finished he cut two holes in the door, a big one and a little one, side by side.

"What are those for?" asked a neighbor.

"Why, the big one is for the dog to go in and out," he explained, "and the little hole is for the cat!"

A little door for the cat is often extremely useful in advertising.

Big things may be so expensive, so technical, so far off from the average man and woman in idea, that half the people cannot be brought to investigate them.

Take a product like Carborundum, for example. Apparently a purely technical product, made in the electric furnace, to be advertised in the various technical journals that reach manufacturers who grind things. Apparently! But begin to investigate the manufacturers in this country who grind things, and there is no end to them—they constitute half the public. A car-wheel foundry uses stones three feet high. But the dentist uses a little wheel to grind down the cavity in your tooth before he fills it. There are some 200,000 sizes, shapes and grades of Carborundum wheels, and the company maintains a staff of experts to solve new grinding problems.

When Carborundum went into general magazines some years ago, surprise was expressed that a tool-product of this character should find an appeal among readers of such mediums. It was thought that the value of this magazine advertising lay in catching the eye of an occasional manufacturer accidentally. But the Carborundum Company has really made this general advertising the little door through which the cat enters. Subsequently its magazine announcements have been brought to offer specific articles of the abrasive. A pocket-knife sharpening stone is offered for

fifteen cents. A razor-hone is another specialty. A knife-sharpener is a third. Thus, articles of everyday use, needed in every home, are made the basis for introducing a product that is not only designed to do the work of ordinary abrasives, but which is recommended for work heretofore done by steel tools in industries like marble and granite cutting. It would probably cost a fortune to lay these thousands of specialties before the countless trades that need them, using the technical press. Carborundum is advertised aggressively in engineering and other technical journals. But isn't its exploitation through general mediums, in combination with specimen articles to use in the home, its real method of attack? The razor-hone and pen-knife-sharpener seem to be the little door for the cat.

Something to make the idea familiar, to let people know that it is for *them*, and that *they* can afford it—isn't this the obstacle encountered in many an advertising campaign?

Fancy trying to sell electric current for cooking purposes in an Illinois town of 3,000 people—the heart of the cook-stove country!

The manager of an electric company is trying that very same thing, though—F. M. Sinsabaugh, of the Carrollton Heat, Light & Power Company, Carrollton, Ill. And his method is, to cut a little door for the cat. Not long ago Mr. Sinsabaugh built a house for himself, of concrete blocks, and to make the idea of electric cooking familiar and prominent, he left off the chimney. This residence has no chimney, no flues, no fireplaces, nor any provision for the use of fire whatever. Heating is to be done with steam, piped from the company's boilers, and cooking by electricity at five cents per kilowatt-hour, which is half the rate charged for current in New York City.

The man who had a house for sale and showed a single brick as a sample of what it was like—

was he as foolish as he seemed?

There is many an advertising and mercantile problem to-day that would be solved if it were possible to send a fifteen-cent pen-knife stone as a sample of what the 200,000 other things are like. It is said that the whole problem of installing modern heating apparatus in England is, not to overcome prejudice, but just to get the well-to-do Britisher into a house heated by steam or hot-water, and keep him there in comfort a week. But, really, one doesn't have to go to England to find such a problem—it is the problem confronting manufacturers of modern heating apparatus in this country.

Roofing and building materials, real estate, pianos and musical instruments, autos and vehicles, water and lighting systems, office equipment—all the things sold *once*, and on installments. What is the promotion problem? Why, to get it into the home, or get the interested person into the store, or to send a specimen brick. Some advertisers send the salesman to accomplish the first or second. Others can do neither, and must depend upon words to explain the whole proposition in all its immensity. Some propositions seem to be bafflingly inadaptable to any one of the three methods. But if the proof of the pudding is in tasting, then fortunate is the man with a proposition that enables him to let the prospect taste the string.

BOOKLETS.

The New York Electrical Trade School has issued a catalogue, which was arranged and printed by Sherman & Bryan. It is a pity that the best effect, both in text and illustrations, is lost on account of the "egg-shell" finish of the paper stock.

The Manufacturers' Advertising Bureau, New York, has prepared a booklet, in Spanish, for S. F. Hayward & Company, said to be the oldest and largest dealers in fire department supplies in the United States. The booklet, which is intended for distribution throughout the Spanish speaking countries of South America, is a replica of one recently prepared in English covering chemical engines for fire protection purposes, and seems to be well-adapted for the export trade.

GOOD BUSINESS

of last year

GOOD BUSINESS

PLUS more

GOOD BUSINESS

gain over that of the same period

of a year ago (when advertising was

booming) there must be a reason.

That's just what **THE LADIES'**

WORLD has done in its Spring

issues—gained right along.

Compare our exhibit with that of other leading magazines and ask yourself the reason; or write to us and get more facts.



July forms close May 12

Frank H. Fleer & Co., of Philadelphia, who make Chiclets and other kinds of chewing gum, have put out a catalogue and price list for wholesalers and jobbers, done in brown ink on cream-colored paper. The arrangement is commendable.

"Standardizing Everything" is the name upon the cover of a booklet that comes from the Miller Saw-Trimmer Company of Milwaukee, makers of a gauge, saw and trimmer for sawing and trimming linotype slugs and cuts of all sorts. The text is printed in brown with vignetted half-tones in black. The Germania Publishing Co., of Milwaukee, had charge of the press-work upon the booklet.

"The Minute and the Man" is the title of a booklet issued by the W. H. Bundy Recording Company, of Syracuse, N. Y. This company makes Card Time Recorders, and the merits of these recorders are well set forth upon the pages of the booklet. It is a question, however, whether the average man will approve of the somewhat intricate folding arrangement of the booklet. One ought not to have his attention diverted in the midst of a good argument by a fantastic idea of the man who designed the booklet.

"**THERE** are three things which no man can do to the satisfaction of other men—make love, poke the fire, and run a paper."—William Allen White.

ADVERTISING VALUE OF A TALL TOWER.

The forty-eight story tower on the Metropolitan Life Building, in Madison Square, is nearing completion. The first eleven stories, indeed, are being rented, though the utmost summit of the structure has not yet been reached.

This tower will measure 658 feet from the sidewalk, thus over-topping the Singer Building by forty-six feet. It is said, though with what truth cannot be learned, that the foundations of the Metropolitan tower have been laid with a view to holding a hundred feet more in reserve, so that should anybody put up a tower 700 feet high, the Metropolitan could make the present structure 760 feet from the earth, or more than three-fourths the height of the Eiffel tower. In this connection, a comparison with the Singer tower is interesting. For, while the latter weighs 18,365 tons, the Metropolitan weighs over twice as much, and is made stable chiefly by gravity.

Much has been written about these two buildings. But little has been said about their advertising value. To fully realize what attraction such structures have for the mind of man, one must leave New York and go to small cities, villages and farms all over the country. In the case of the Singer Building it might be well to go to Europe. At 3,000 miles distance the wonders of New York simmer down into a very few especially notable things that the Englishman, the Frenchman or the German remember. Perhaps three-fourths of the population of England knows our metropolis by only one distinctive wonder, namely, its skyscrapers, and even the whole United States may be thought of in connection with some single feature like Niagara Falls, or President Roosevelt. But this every Englishman alive to-day will have heard in some way—that New York is famous for its skyscrapers, and the tallest skyscraper in New York is the Singer Building.

The fact is so universally known abroad as to be absolutely basic. You may have to explain to a cockney that San Francisco isn't a suburb of Philadelphia. But when it comes to the Singer Building you can't tell him any "gassy" American stories, for he knows all about it.

Now, this knowledge is directly coupled up with the Singer sewing machine through agencies extending over the whole world. In Great Britain the company has 625, France 220, Germany 650, and the distributive organization covers Canada, Mexico, India, South Africa, Australia, etc. In each of these shops, controlled by the company, is seen a large picture of the tallest building in the world, set alongside the pyramids, St. Peter's, etc., for comparison. When a careless plumber leaves a charcoal pot blazing on the top floor of the Singer tower, and the flame throws a reflection visible from the street, and a janitor goes up and plays a Babcock extinguisher on the perfectly harmless charcoal, and the newspapers all over the world print, for weeks, little items about the fire on the forty-seventh floor of the tallest building in the world, then millions of foreigners, in many languages, think of the Singer sewing machine. And that seems to be a very definite advertising influence. What other medium would give such distribution?

The Metropolitan Life Insurance Company, with its thousands of agents doing business over the country, is going to get precisely the same advertising value out of its tall tower. This company, as is well known, makes a specialty of small industrial policies for which agents collect premiums weekly. Any man who has ever gone over territory with such an agent knows that his policy holders are a rather elemental class of people. The technical phrases of life insurance touch them not at all. Business is often done through an interpreter. But in all languages and to every mind there is instant comprehension of

a structure like the Metropolitan tower. It works as an advertisement to make the company universally known. It is an assurance to the man already insured that his company is a live one. It may be used as an argument of solidity with the hesitating prospect. That tower cost three million dollars, and stands on land worth a million more. But when it is remembered that there are nearly seventeen million industrial life insurance policies in force in this country to-day, a fact like a forty-eight story tower becomes a huge advertising symbol—and also pays its cost and up-keep in rents.

What popular interest amounts to in a tall building, is shown in the famous "Flatiron" in New York. The owners of this structure gave it quite another name. Perhaps not one person in a thousand the country over knows its real name. But everybody knows the "Flatiron Building," and it is made familiar under that name by thousands of souvenir post-cards sent out from New York daily by sightseers. Half the tenants use the popular name on their stationery. The Singer and Metropolitan structures are also enormously advertised all over the world by post-cards and sightseers.

The new building of Montgomery Ward & Co., in Chicago, will not fail to have its sightseers' tower, for the old structure on the Lake Front was famous for that feature alone, and no rural person coming to Chicago ever went home without a visit to its observation platform and a bird's-eye view of the city. This mail-order house does business with hundreds of thousands of people over the world, and its tower is as well-known as its catalogue. Indeed, the former might easily be counted one of the chief sights of Chicago among people outside of that city, and a feature that comes as instantly to the average mind in the rural sections as the Chicago stockyards. When such a tower can be directly linked to a business, its advertising value is apparent.

BUSINESS GOING OUT.

E. P. Remington, Pittsburg, is increasing the list of the General Laboratories.

N. W. Ayer & Son, Philadelphia, will shortly start the advertising of Hire's Root Beer.

Ten thousand lines in a year are to be used by Lord & Thomas, of Chicago, for E. C. De Witt.

New York State papers are receiving copy for Valentine's Ale, from F. M. Summers, of Newark.

The Frank Presbrey Company, New York, is sending out orders to Pacific Coast papers for "Force."

The Cooper Medicine Company, of Dayton, is putting out copy, through the Blaine-Thompson Company, of the same city.

Kash Bros. Company, Louisville, Ky., is putting out two inches, double column, for six months, in the smaller southern papers.

Geo. M. Savage, Detroit, is using one hundred lines, six times, Sunday and Wednesday, for the Mt. Clement Mineral Springs.

The Frank Presbrey Company, New York, is placing four hundred and twenty lines, one time, for the Frank A. Munsey Company.

The Geo. Van Cleve Agency, New York, is placing contracts amounting to five thousand lines in a year, for the Coca-Cola Bottling Company.

The Portland (Me.) Board of Trade is using twenty-eight lines, twice a week, for ten weeks, under "resorts," through the Morse International Agency, of New York.

The Municipal Traction Company (Tom Johnson's three-cent line) is using five thousand lines in Ohio dailies through the Burrell Advertising Agency, of Cleveland.

A TRADE BAROMETER.

"It's queer," said an out of town merchant who called on us the other day, "how cheap watches reflect business conditions. You can nearly always tell how trade in general is by noticing how they sell. As soon as there is a decline, sales of these watches go up proportionately and stay up until conditions have righted themselves—at least that has been my experience."—*Watch-words*.

THE MAILING LIST.

Advertising to a mailing list is one of the least expensive methods of securing attention, and yet one of the most successful, and by using judgment as to articles advertised, prices of same, terms, and so forth, a mailing list can be the "trunk" of the tree of almost any business.—*Bucks Shot*.

BOSTON NOTES.

The Wyckoff Agency is using agricultural and rural papers for the advertising of Judson Freight Forwarding Company.

Adams & Company, bankers, are placing a few contracts in magazines for quarter page space through the Walton Agency.

The Mayhew Publishing Company is using magazines and newspapers for small space through the H. B. Humphrey Company.

Shepard, Norwell & Company are using New England papers in cities where their local representatives are displaying spring styles.

Wood, Putnam & Wood are placing the advertising of *Munsey's Magazine* in New England dailies. Ten inch three column copy is being used.

E. D. Kollock, 6 Beacon st., is offering the advertising of the Hotel Maplewood to magazines in exchange for accommodations during the summer.

W. S. McCartney, formerly of Chicago, is now with the Southgate Advertising Agency. Orders are going out for the advertising of the Suffolk Silk Co.

Ernest Goulston, 38 Hanover street, will soon move to new offices at 17 Milk street. He is placing the advertising of Kentucky Taylor Whiskey, and M. H. Cobe & Sons.

The advertising of the National Cat Supplies Company is being placed in local newspapers and mail-order mediums through Ellis & Dowst. Twenty-eight line copy is being used.

Mail-order and women's publications are receiving contracts from Wood, Putnam & Wood for the advertising of the Courtenay Mills. The account is in the hands of Mr. Greenleaf.

E. P. Chalfont, formerly advertising manager of the Waltham Manufacturing Company, has recently accepted a position with the Association of Licensed Automobile Manufacturers in New York.

The James T. Wetherald Agency is contracting with newspapers for one hundred inch space to run during the summer for fourteen weeks for Comfort Powder, a product owned by Mr. Wetherald personally.

The Potter Drug & Chemical Company is adding a few papers to its list for the advertising of Cuticura Soap and Sanford's Jamaica Ginger. The Morse International Agency, New York, has charge of the account.

The New England Conservatory of Music is making contracts for advertising during the summer through N. W. Ayer & Son. The Boston office of this agency is also using good sized copy for the advertising of La Salle Seminary, Rock Ridge Hall School, Boston University, and smaller copy for a great many of the schools in New England. Contracts are going out now.

The Boston Woven Hose & Rubber Company advertising is now placed by Mr. Brackett of the Wyckoff Agency. The magazine campaign has been stopped for the present and the appropriation is going into Sunday newspapers.

Wood, Putnam & Wood are renewing the contract for the advertising of Waitt & Bond Blackstone Cigar, covering a year's business. This agency is also sending out contracts to a few cities for one thousand inch space for Dr Barbrick.

The Rubberhide Company will make up its list of agricultural mediums early in the summer. This year the account will be placed through a Boston agent. Warren A. Priest, formerly with the F. W. Bird Company, is now advertising manager of this concern.

Mr. Jordan of the Shunway Agency has charge of the advertising in New England of the Ralston Health Food Company. Large and attractive copy is being used. This agency is also placing the advertising of George C. Fox Company, bakers, in local and suburban papers.

Owing to the loss of its factory in the Chelsea fire, and prevalent business conditions, the Magee Furnace Company has cancelled advertising contracts for this spring. The business will undoubtedly be resumed in the fall, contracts going through Wood, Putnam & Wood.

Many of the advertising men in New England were on duty for several days with the militia at the Chelsea fire. Tilton Bell, advertising manager of the *Congregationalist*; A. B. Hitchcock, Jr., of the *Wetherald* Agency; W. P. Weeden, of Wood, Putnam & Wood; James Alexander, of *Everybody's*; H. D. Cushing, of *Appleton's Magazine*; C. J. Swan, of Swan's Special Agency; C. P. Mellows, of Mellows' Special Agency; H. P. Dowst, of Ellis & Dowst, and R. W. Bird, advertising manager of J. A. & W. Bird, all saw service with the First Corps Cadets.

At the April meeting of the Ad Men's Club of Boston new officers were elected for the ensuing year, as follows: President, Tilton S. Bell of the *Congregationalist*; first vice-president, W. H. McLaughlin of Walter Baker & Company; second vice-president, George French, *Profitable Advertising*; secretary, Carroll J. Swan, Swan's Special Agency; treasurer, George Coleman, *Christian Endeavor World*. Executive Committee: Wm. E. Hall, Chairman, Shaw Stocking Company; C. E. Bellatty, H. B. Humphrey Company, and George Gallup, *Cosmopolitan Magazine*.

WHEN TO STOP ADVERTISING.

When buyers forget to forget—when competition ceases to compete; when every actual and prospective customer has been convinced that your product is the best of its kind and nothing better can be produced, then, and only then, will it be safe to get along without advertising.—*Baker's Helper*.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1907 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1907 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1908 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

 The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham, Ledger, dy. Average for 1907, \$1,861. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1907, **9,464**. The afternoon home newspaper of its city.

ARIZONA.

Phoenix, Republican. Daily aver. 1907, **6,519**. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

CALIFORNIA.

Los Angeles, Evening News. Guarantees an average daily circulation in excess of 24,000.

 **Oakland**, Enquirer. Average 1907, **28,429**; March, 1908, **49,208**. Largest circulation in Oakland guaranteed.

COLORADO.

Denver, Post. Circulation—Daily **59,606**. Sunday **84,411**. The figures Tell RESULTS.

 **The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.**

CONNECTICUT.

Bridgeport, Evening Post. Sworn daily, year 1907, **11,945**. Sworn daily, Dec., **12,478**.

Bridgeport, Morning Telegram, daily. Average for Mar., 1908, **12,170**. You can cover Bridgeport by using Telegram only. Rate, 1½c. per line, flat.

Meriden, Journal, evening. Actual average for 1906, **7,580**. Average for 1907, **7,748**.

Meriden, Morning Record and Republican. Daily average 1908, **7,672**; 1907, **7,769**.

New Haven, Evening Register, dy. Annual sworn aver. for 1907, **15,720**. Sunday, **12,104**.

New Haven, Palladium, dy. Aver. '06, **9,549**; 1907, **9,842**. E. Katz, Special Agent, N. Y.

New Haven, Union. Average 1907, **16,548**. E. Katz, Sp. Agt., N. Y.

New London, Day ev'g. Aver. 1906, **6,104**; average for 1907, **6,547**. Gives best results.

Norwalk, Evening Hour. February circulation exceeds **8,400**.

Norwich, Bulletin, morning. Average for 1905, **5,920**; 1906, **6,559**; January 1908, **7,488**.

Waterbury, Republican. Av. 1907, **6,888**. morn.; **4,400** Sunday. Feb., '08, Sun., **5,922**.

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. Daily average for 1907, **35,486** (© G.).

FLORIDA.

Jacksonville, Metropolis, dy. Average 1907, **16,880**. E. Katz, Special Agent, New York.

GEORGIA.

Atlanta, Journal, dy. Av. 1907, **51,144**. Sunday **56,882**. Semi-weekly **68,275**. The Journal covers Dixie like the dew.

IDAHO.

Boise, Evening Capital News, d'y. Aver. 1907, **5,863**; Actual circulation, Dec. 31, 1907, **6,070**.

ILLINOIS.

Aurora, Daily Beacon. Daily average for 1906, **4,580**; 1907, **6,454**; 1907, **6,770**.

Chicago, The American Journal of Clinical Medicine, mo. (\$2.00), the open door to the American Doctor, and through him to the American Public. Av. circul'n for past 3 years, **40,000**.

Chicago, Breeder's Gazette, weekly. **22**. Aver. circulation for year 1906, **70,000**. For year ended Dec. 25, 1907, **74,755**.

Chicago, Commercial Telegraphers' Journal, monthly. Actual average for 1907, **15,000**.

Chicago, Dental Review, monthly. Actual average for 1906, **4,061**; for 1907, **4,018**.

Chicago, Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago, Journal Amer. Med. Ass'n, weekly. Av. for '07, **52,217**; Jan., Feb., Mar., '08, **53,087**.

Chicago, National Harness Review, monthly. 5,000 copies each issue of 1907.

Chicago, Record-Herald. Average 1907, daily **151,464**; Sunday **216,464**. It is not disputed that The Chicago Record-Herald has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

 **The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to**

the first person who successfully controverts its accuracy.

THE WEALTHIEST FARMERS

in Wisconsin subscribe for **THE WISCONSIN AGRICULTURIST**, as they know it is the only farm paper through which they can receive up-to-date information on local soil conditions.

We guarantee a circulation of over 60,000 copies weekly, of which 56,000 copies go to subscribers in Wisconsin.

There are 169,795 farm owners in Wisconsin, so that we are safe in saying we reach one out of every three farm owners in our chosen field.

Wisconsin has 1,252 post offices, and **THE WISCONSIN AGRICULTURIST** has subscribers in all but twenty-seven of them.

THE WISCONSIN AGRICULTURIST is the only English general farm paper printed in Wisconsin.

These facts explain why THE WISCONSIN AGRICULTURIST is the first paper considered by advertisers seeking trade among the well-to-do country people of this rich State.

Rates, sample copies and any additional information furnished on request.

THE WISCONSIN AGRICULTURIST

Racine, Wisconsin

Arthur Simonson, Publisher

WALLACE C. RICHARDSON
Eastern Advertising Manager

725 Temple Court

New York City

Chicago. The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©©).

Joliet. Herald, evening and Sunday morning. Average for year ending April 30, 1907, 7,871.

Pecoria. Evening Star. Circulation for 1907, 21,639.

INDIANA.

Evansville. Journal-News. Av. for 1907, 18,188. Sundays over 18,000. E. Katz, S. A., N.Y.

Notre Dame. The Ave Maria. Catholic weekly. Actual net average for 1907, 26,112.

Princeton. Clarion-News. daily and weekly. Daily average 1906, 1,501; weekly, 2,548.

Richmond. The Evening Item. daily. Shows average net paid circulation for twelve months ending Dec. 31, 1907, 5,089. A circulation of over 5,000 guaranteed in all 1907 contracts. The item goes into 80 per cent of the Richmond homes. No street sales. Uses no premiums.

ER The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend. Tribune. Shows average Mar. 1908, 9,778. Absolutely best in South Bend.

IAWA

Burlington. Hawk-Eye. daily. Av. for 1907, 8,987. "All paid in advance."

Davenport. Times. Daily aver. Mch., 18,957. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines. Capital. daily. Lafayette Young, Publisher. Circulation for 1907, 41,582. Late 70 cents per inch, flat. If you are after business in Iowa, the CAPITAL will get it for you. First in everything.

Iowa City. Citizen. Actual average each issue for one year, 8,062 copies. Sworn statement on application. The newspaper that covers the Iowa City field.

KANSAS.

Hutchinson. News. Daily 1906, 4,260; 1907, 4,670. E. Katz, Special Agent, N. Y.

Lawrence. World, daily. Actual average for 1907, 4,217.

Pittsburg. Headlight. dy. and w. Average 1907, daily 6,228; weekly 5,547.

KENTUCKY.

Lexington. Leader. Av. '06, erg. 5,157. Sun. 6,798; for '07, eve'g, 5,890. Sy. 7,102. E. Katz.

MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. Actual average for 1907, 1,294,488.

Augusta. Maine Farmer, w/kiv. Aver. for 1907, 14,126. Late low; recognized farmers' medium.

Bangor. Commercial. Average for 1907, daily 16,918; weekly, 28,422.

Phillips. Maine Woods and Woodsman, w/kiv. J. W. Brackett Co. Average for 1907, 8,012.

Portland. Evening Express. Average for 1907, daily 18,514. Sunday Telegram, 8,555.

MARYLAND.

Baltimore. American. Daily average for 1907, 75,658; Sun., 91,309. No return privilege.

Baltimore. News, daily. Evening News Publishing Company. Average 1907, 77,748. For March, 1908, 88,008.

The absolute correctness of the latest circulation rating accorded the NEWS is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston. Evening Transcript (©©). Boston's tea-table paper. Largest amount of week day adv.



Boston. Globe. Average 1907, daily, 181,344; Sunday 308,508. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.



Boston. Post. Average 1907, daily, 48,186; Sunday, 22,768. Not over two morning papers in the country equal this circulation. Including morning, evening and Sunday papers in comparison, not over six American newspapers approach the circulation of the Daily and Sunday editions of The Boston Post. "Grow with us in 1908."

Lynn. Evening Item. Daily score av. year 1906, 15,068; 1907, average, 16,532. The Lynn family paper. Circulation unapproached in quantity or quality by any Lynn paper.

Worcester. Gazette, eve. Av. 1907, 14,682 dy. Largest eve. circ'n. Worcester's "Home" paper.

Worcester. L'Opinion Publique, daily (©©). Paid average for 1907, 4,586.

MICHIGAN.

Bay City. Times, evening. Average for 1907, 11,654 copies daily, guaranteed.

Jackson Patriot. Average Feb. '08, daily 8,658; Sunday 9,848. Greatest net circulation.

Saginaw. Courier-Herald, daily, only Sunday paper; aver. for 1907, 14,749. Exam. by A. A. A.

Saginaw. Evening News, daily. Average for 1907, 30,587; March, 1908, 20,875.

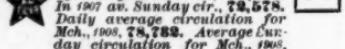
MINNESOTA.

Minneapolis. Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Aver. for 1907, 82,074.

Minneapolis. Farm Stock, and Home, semi-monthly. Actual average 1905, 87,187; average for 1906, 106,266; for 1907, 108,558.

The absolute accuracy of Farm Stock and Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal. Daily average daily, (©©). In 1907 average daily circulation 19,051. In 1907 our Sunday cir., 19,578. Daily average circulation for Mch., 1908, 78,788. Average Sunday circulation for Mch., 1908, 76,898. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any paper in its field and to reach the great army of purchasers throughout the Northwest. The Journal brings



results.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1907, **54,262**.

CIRCULAT'N **Minneapolis Tribune** W. J. Murphy, pub. Est. 1867. Old. est Minneapolis daily. *The Sunday Tribune* average per issue for the year ending December, 1907, was **76,008**. *The daily Tribune* average per issue for the year ending December, 1907, was **101,165**.

St. Paul. Pioneer Press. Net average circulation for 1907—**53,716**. Sunday **85,465**.

The absolute accuracy of the Pioneer Press circulation statement is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it; all matters pertaining to circulation are open to investigation.

Winona. Republican-Herald. Av. June, **4,616**. Best outside Twin Cities and Duluth.

MISSOURI.

Joplin. Globe, daily. Average 1907, **17,080**. E. Katz, Special Agent, N. Y.

St. Joseph. News and Press. Circulation 1907, **87,888**. Smith & Thompson, East. Reps.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Aver. 11 mos. 1907, **10,685** (G. G.). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, mo. Actual average for 1907, **104,666**.

MONTANA.

Missoula. Missourian. Every morning. Average 12 months ending Dec. 31, 1906, **5,107**.

NEW JERSEY

Elizabeth. Journal. Av. 1905, **6,515**; 1906, **7,847**; 1907, **8,811**; Jan. '08, **9,479**.

Big Circulation Growth of the Elizabeth Daily Journal

ELIZABETH, N. J.

Five Years Swoon Average
1903, **4,707** 1905, **6,518**
1904, **5,522** 1906, **7,347**
1907, **8,311**

1908 (1st THREE MONTHS) 9,304

The Journal now has more than three times the paid circulation of any paper in its field.

The Journal Carried **4603.4** COLUMNS OF PAID ADVERTISING

In First Three Months of 1908
January 1516.2 Columns; February 1448.6 Columns; March 1688.6 Columns

Leads in New Jersey in amount of paid advertising carried, with exception of one paper.

December 13, 1907, was a record breaker, when the JOURNAL led every paper in New Jersey and every New York evening paper with a total of

169 8-8 Columns of Paid Advertising.

Carries more classified advertising than any paper in a city of its size in the United States.

It is a good paper to use.

F. R. NORTHRUP

Foreign Representative

BRUNSWICK BUILDING, NEW YORK
TRIBUNE BUILDING, CHICAGO

Camden. Daily Courier. Actual average for year ending December 31, 1907, **9,001**.

Jersey City. Evening Journal. Average for 1907, **24,830**. Last three months 1907, **25,928**.

Newark. Eve. News. Net av. ar. for 1906, **68,022** copies; for 1907, **67,198**; Jan. **69,829**.

Trenton. Evening Times. Av. 1906, **18,227**; aver. 1907, **20,270**; last $\frac{1}{4}$ yr. '07, aver. **20,400**.

NEBRASKA.

Lincoln. Deutsch-Amerikan Farmer, weekly. Average 1906, **141,839**.

Lincoln. Frolic Presse, weekly. Actual average for 1906, **142,989**.

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in city. Average for 1907, **4,271**.

NEW YORK.

Albany. Evening Journal. Daily average for 1907, **18,895**. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average for year 1907, **52,697**.

Buffalo. Courier, morn. Av. 1907, Sunday, **91,447**; daily, **51,604**; Enquirer, even., **84,670**.

Buffalo. Evening News. Daily average 1905, **94,690**; for 1906, **94,742**; 1907, **94,848**.

Mount Vernon. Argus, evening. Actual daily average for year ending Feb. 25, 1908, **4,874**.

Newburgh. Daily News, evening. Average circulation first quarter 1908, **6,088**. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

New York City.

New York, Army and Navy Journal. Est. 1863. Actual av. for 1907, **9,884**; av. Jan. '08, **10,125**.

Automobile. weekly. Average for year ending Dec. 25, 1906, **15,212**.

Baker's Review. monthly. W. H. Gregory Co., publishers. Actual average for 1907, **5,784**.

Benziger's Magazine. the only popular Catholic Family Magazine published in the United States. Circulation for 1907, **64,416**; 50c. per agate line.

Clipper. weekly (Theatrical). Frank Queen Pub. Co., Ltd. aver. for 1906, **26,611** (G. G.).

El Comercio. mo. Spanish export. J. Shepherd Clark Co. Average for 1907, **8,888**—swoon.

Music Trade Review. music trade and art weekly. Average for 1907, **4,709**.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1838. Actual weekly average for 1907, **7,269**.

The People's Home Journal. **564,416** mo. Good Literature. **458,668** monthly, average circulation for 1907—all to paid-in-advance subscribers. F. M. Lupton, publisher, Inc.

The Tea and Coffee Trade Journal. Average circulation for year ending April, 1908, **9,647**; April, 1908, issue, **10,500**.

The World. Actual aver. for 1907. Morn., **345**; 442. Evening, **405,172**; Sunday, **848,585**.

Schenectady. Gazette, daily. A. N. Licty, publisher. Actual average for 1907, **15,809**; for 1907, **17,152**.

Syracuse. Evening Herald, daily. Herald Co. pub. Aver. 1906, daily **55,206**, Sunday **49,064**.

Troy. Record. Average circulation 1907, **20,168**. Only paper in city which has permitted A. A. examination, and made public the report.

Utica. National Electrical Contractor, mo. Average for year 1906, **2,625.**

Utica. Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1907, **14,839.**

NORTH DAKOTA.

Grand Forks. Normandien. Av. yr. '05, **7,301.** Aver. for year 1906, **8,180.**

OHIO.

Akron. Times, daily. Actual average for year 1906, **8,977;** 1907, **9,551.**

Ashland. Amerikan Sanomat. Finnish. Actual average for 1906, **10,490.**

Cleveland. Plain Dealer. Est. 1841. Actual daily average 1907, **74,911;** Sunday, **88,578;** March, 1908, **78,880** daily; Sun., **86,882.**

Coshocton. Age, daily. Net average for past six months to March 1, 1908, **8,288.**

Dayton. Journal. First six months 1907, actual average, **24,196.**

Springfield. Farm and Fireside. over 1/4 century leading Nat. agricult'l paper. Cir. **445,000.**

Warren. Daily Chronicle. Actual average for year ending December 31, 1906, **2,654.**

Youngstown. Vindicator. D'y. av. '07, **14,768;** by. 10,017; LaCoste & Maxwell, N.Y. & Chicago.

OKLAHOMA.

Ardmore. Ardmoreite, daily. Average for 1906, **2,442.**

Muskogee. Times-Democrat. Average 1906, **5,514;** for 1907, **6,659.** E. Katz, Agt., N.Y.

Oklahoma City. The Oklahoman. 1907 aver., **26,152;** Mch. 1908, **28,305.** E. Katz, Agent N.Y.

OREGON.

Mt. Angel. St. Joseph's Blatt. Weekly. Average for September, 1907, **20,280.**

Portland. Journal, daily. Average 1907, **28,805;** for Mch., 1908, **29,458.** The absolute correctness of the latest circulation statement guaranteed by Rowell's American Newspaper Directory.

Portland. The Oregonian (O.O.). For over fifty years has been the great newspaper of the Pacific Northwest. It is a 16-cent circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. March circulation, daily average **38,989;** Sunday average **42,587.**

Portland. Pacific Northwest, mo.; average for 1907, **16,000.** Leading farm paper in State.

PENNSYLVANIA.

Chester. Times, evg'd'y. Average 1907, **7,640.** N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Erie. Times, dail'y. Aver. for 1907, **18,508;** March, 1908, **18,468.** E. Katz, Sp. Agt., N.Y.

Harrisburg. Telegraph. Sunday, Mar. 1908, **15,271.** Largest paid cir. in H'bg'd or in State.

Philadelphia. Confectioners' Journal, mo. Av. 1906, **5,470;** 1908, **5,514 (O.O.).**

Printers' Ink awarded FARM JOURNAL the Seventh Sugar Bowl because that paper, among all those published in the State of Pennsylvania, best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns.

The modern way of covering Philadelphia is to use

"THE BULLETIN." It every evening goes into nearly every Philadelphia home.

NET AVERAGE FOR FEBRUARY

263,723

COPIES A DAY.

New York Representative

DAN A. CARROLL
Tribune Building, New York

Chicago Representatives
BRIGHT & VERREE
Boyce Building, Chicago

Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guaranteed Star, it is the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1907, **102,993;** the Sunday Press, **124,006.**

West Chester. Local News, daily, *etc.* (O.O.). Average for 1907, **15,637.** It is 35th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York. Dispatch and Daily. Average for 1907, **18,124.**

RHODE ISLAND.

Pawtucket. Evening Times. Aver. circulation for 1907, **17,968** (sworn).

Providence. Daily Journal, **17,712** (O.O.). Sunday, **24,178 (O.O.).** Evening Bulletin **27,961** average 1907. Bulletin circulation for 1908 over 42,000 daily.

SOUTH CAROLINA.

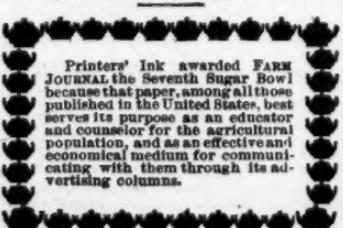
Charleston. Evening Post. Actual av. average for 1907, **4,951.** March, 1908, **4,489.**

Columbia. State. Actual average for 1906, daily (O.O.), **11,237** copies; semi-weekly, **8,685;** Sunday (O.O.), 1906, **12,298.** Actual average for 1907, daily (O.O.), **18,052;** Sunday (O.O.) **18,887.** Semi-weekly **2,987.**

Spartanburg. Herald. Actual daily average circulation for 1907, **2,715.** Dec., 1907, **3,067.**

TENNESSEE.

Chattanooga. News. Average for 1907, **14,468.** Only Chattanooga paper permitting examination circulation by A. A. A. Carries more adv. in 1 day than more than 100 papers in 1 day. Greatest Want Ad medium. Guarantee largest circulation or no pay.



PRINTERS' INK.

21



Knoxville. Journal and Tribune. Week-day average year ending Dec. 31, 1907, **14,694**. Week-day average Jan. 24 in excess of **15,000**. The leader.

Memphis. Commercial Appeal, daily. Sunday, weekly. First 6 months 1906, dy., **41,782**; Sunday, **61,485**; weekly, **81,912**. Smith & Thompson, Representatives, N. Y. and Chicago.

Nashville. Banner, daily. Aver. for year 1906, **81,455**; for 1907, **86,206**.

TEXAS.

El Paso. Herald, Jan., or, **9,002**. More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1905, **8,527**; 1906, **4,118**; 1907, **4,585**. Exam. by A. A. A.

Bennington. Banner, daily. F. E. Howe. Actual average for 1906, **1,980**; 1907, **2,019**.

Burlington. Free Press. Daily average for 1907, **8,415**. Largest city and State circulation. Examined by Asso. of Amer. Advertisers.

Montpelier. Argus, daily. Av. 1907, **8,126**. Only Montpelier paper examined by A. A. A.

Rutland. Herald. Average 1907, **4,268**. Only Rutland paper examined by A. A. A.

St. Albans. Messenger, dy. Average for 1907, **3,832**. Examined by A. A. A.

VIRGINIA.

Danville. The Bee. Av. 1907, **2,711**. March, **1906, 2,014**. Largest circulation. Only evening paper. New rate card in effect May 1st.

WASHINGTON.

Seattle. Post-Intelligencer (O.O.). Av., for Feb. 1905, **mon.-Sunday** **89,646**; **Daily**, **82,088**; **week day**, **80,874**. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

Tacoma. Ledger. Average 1907, **daily, 18,506**; **Sunday, 21,798**.

Tacoma. News. Average 1907, **16,525**; Saturday, **17,610**.

WEST VIRGINIA.

Ronceverte. W. Va. News, w. Wm. B. Blake & Son, pub. Aver. 1907, **2,524**.

WISCONSIN.

Janesville. Gazette. Daily average for 1907, **8,671**; semi-weekly, **2,416**; **Mon., 08, dy., 4,825**.

Madison. State Journal, dy. Actual average for 1907, **5,086**.



Milwaukee. The Journal, eve., ind. Daily average for 1907, **51,922**; for March, **1906, 54,706**; annual gain over Mar., 1907, **8,316**.

The paid CITY circulation of the Milwaukee Journal is intended to be made advertisers to be larger than is the TOTAL circulation of either of the other evening dailies, and the TOTAL circulation of the Journal to be 30% MORE than is the TOTAL of the TWO COMBINED. The Journal leads all Milwaukee papers in classified and volume of advertising carried.

Milwaukee Evening Wisconsin, dy. Av. 1907, **28,688** (O.O.). Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh. Northwestern, daily. Average for 1907, **8,690**. Examined by A. A. A.

Racine. Journal, daily. Average for the last six months 1907, **4,876**.



The WISCONSIN AGRICULTURIST

Hartland, Wis., Estab. 1877. Actual weekly average for year 1907, **12,000**. Largest circulation in Wisconsin than any other paper. Adv. \$8.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.

WYOMING.

Cheyenne. Tribune. Actual daily average net for 1906, **5,126**; semi-weekly, 9 mos., **67, 4,294**.

BRITISH COLUMBIA.

Vancouver. Province, daily. Av. for 1907, **18,846**; Feb. 1907, **18,978**; Feb. 1906, **18,618**. H. LeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg. Der Nordwesten. Canada's German newspt., Av. 1907, **16,546**. Rates 5c. inc.

Winnipeg. Free Press, daily and weekly. Average for 1907, **daily, 36,852**; **daily Mar., 1908, 25,828**; weekly av. for mo. of Mar., **28,287**.

Winnipeg. Telegram. Average daily, Mar., **1907, 28,782**. Weekly av. **27,000**. Flat rate, 3c.

QUEBEC, CAN.

Montreal. La Presse. Actual average, 1907, **daily 108,828**, weekly **108,197**.

Montreal. The Daily Star and The Family Herald and Weekly Star have nearly 300,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir. of the Daily Star for 1907, **62,887** copies daily; the Weekly Star, **129,885** copies each issue.



THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which it Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

Want advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

CONNECTICUT.

MERIDEN, Conn. MORNING RECORD: old established family newspaper; covers field 60,000 high-class pop. leading Want ad paper. Classified rate, cent a word; 7 times. 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR. Washington, D. C. (O.O.), carries double the number of **Want Ads** of any other paper. Rate 1c. a word.

ILLINOIS.

THE Champaign NEWS is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-Office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

INDIANA.

THE INDIANAPOLIS NEWS, the best medium in the Middle West for mail-order classified advertising, carries more of it than all the other Indianapolis papers combined, its total in 1907 being 289,807 ads (an average of 919 a day)—23,331 more than all the other local papers had. The News' classified rate is one cent a word, and its daily paid circulation over 75,000.

AN ENVIRABLE RECORD.

During the year 1907 THE INDIANAPOLIS STAR carried 187,478 lines, or 626 26 columns more paid "Want" advertising than any other newspaper in the entire State. THE STAR also gained 536,967 lines, or 1,749 89 columns of classified advertising over the preceding year 1906.

Rate, six cents per line.

MAINE.

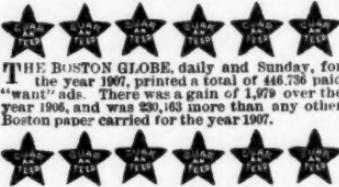
THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

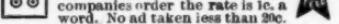


THE BOSTON GLOBE, daily and Sunday, for the year 1907, printed a total of 446,736 paid "want" ads. There was a gain of 1,979 over the year 1906, and was 23,163 more than any other Boston paper carried for the year 1907.



MINNESOTA.

The Minneapolis JOURNAL, daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Mar., 188,678 lines. Individual advertisements, 26,453. Eight cents per agate line per insertion, no charge. No taken for less than 20 cents. If cash companies order the rate is 10 cents per line. No ad taken less than 20c.



THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

CIRC'LAT'N THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.



ST. PAUL DISPATCH, St. Paul, Minn., covers its field. Average for 1907, 68,671.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation daily for 1907, 11,084; Sunday, 15,000.

NEW JERSEY.

THE NEW YORK EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEWARK, N. J. FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE NEW YORK EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

THE BUFFALO EVENING NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE RGUS, Mount Vernon's only daily. Greatest Want Ad medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and most up-to-date medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO.

IN a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the CINCINNATI ENQUIRER. A word to the wise is sufficient. You want results.

THE YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN Okla. City, 23,305. Publishes more Wants than any 7 other competitors.

PENNSYLVANIA.

THE CHESTER, PA., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

UTAH.

THE SALT LAKE TRIBUNE—Get results—Want-Ad medium for Utah, Idaho and Nevada.

CANADA.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,000, Saturdays 17,000—sworn to.) Carries more want ads than any newspaper in Montreal.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. THE FAMILY HERALD and WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

PICTURES IN ADVERTISING.

I want to ask you, Mr. Merchant, how many ads attract your attention that are just displayed in cold type? Cream of Wheat and Fairy Soap are only known to me because their pictures pleased. Look back over many of your personal purchases and for nearly every article of food and wearing apparel some picture flits across your mind—the picture that first attracted your attention and is still in your mind's eye.—Bucks Shot.

(○○) GOLD MARK PAPERS (○○)

Out of a grand total of 22,595 publications listed in the 1907 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (○○).

ALABAMA.

THE MOBILE REGISTER (○○). Established 1821. Richest section in the prosperous South.

WASHINGTON, D. C.

Everybody in Washington SUBSCRIBES to THE EVENING AND SUNDAY STAR. Average, 1907, 35,486 (○○).

FLORIDA.

JACKSONVILLE TIMES-UNION (○○). Pre-eminently the quality medium of the State.

GEORGIA.

ATLANTA CONSTITUTION (○○). Now, as always, the Quality Medium of Georgia.

ILLINOIS.

BAKERS' HELPER (○○). Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

THE INLAND PRINTER, Chicago. (○○). Actual average circulation for 1905, 15,866.

TRIBUNE (○○). Only paper in Chicago receiving this mark, because TRIBUNE ad brings satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (○○). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL, daily, average for 1907, 7,794; weekly, 17,546 (○○); 7,445 increase daily over last year.

MASSACHUSETTS.

Boston Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (○○).

BOSTON EVENING TRANSCRIPT (○○), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (○○). Boston. The medium through which to reach textile mills using 1,885,000 horse power.

SPRINGFIELD REPUBLICAN (○○). Only Gold Mark daily in western Massachusetts.

WORCESTER L'OPINION PUBLIQUE (○○) is the leading French daily of New England.

MINNESOTA.

THE MINNEAPOLIS JOURNAL (○○). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

PIONEER PRESS (○○). St. Paul, Minn. Most reliable paper in the Northwest.

NEW YORK.

BUFFALO COMMERCIAL (○○). Desirable because it always produces satisfactory results.

ARMY AND NAVY JOURNAL, (○○). First in its class in circulation, influence and prestige.

BROOKLYN EAGLE (○○) is THE advertising medium of Brooklyn.

CENTURY MAGAZINE (○○). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

DRY GOODS ECONOMIST (○○). The recognized authority of the Dry Goods and Department Store trade.

ELECTRICAL WORLD (○○). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly circ during 1907 was 18,394. McGRAW PUBLISHING COMPANY.

ENGINEERING NEWS (○○). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

THE ENGINEERING RECORD (○○). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. McGRAW PUBLISHING COMPANY.

HARDWARE DEALERS' MAGAZINE.

In 1907, average issue, 21,500 (○○).

Specimen copy mailed upon request.

D. T. MALLETT, Pub. 255 Broadway, N. Y.

NEW YORK HERALD (○○). Whoever mentions America's leading newspapers mentions the New York HERALD first.

NEW YORK TIMES (○○). Actual sales over 1,000,000 week. Largest high-class circulation.

NEW YORK TRIBUNE (○○) daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

SCIENTIFIC AMERICAN (○○) has the largest circulation of any technical paper in the world.

STREET RAILWAY JOURNAL (○○). The foremost authority on city and interurban railroading. Average circulation for 1907 8,216 weekly. McGRAW PUBLISHING COMPANY.

VOGUE (○○) carried more advertising in 1905, 1906, 1907, than any other magazine of gen. cir.

THE POST EXPRESS (○○). Rochester, N. Y. Best advertising medium in this section.

OHIO.

CINCINNATI ENQUIRER (○○). In 1907 the local advertising was 33 1/2% more than in 1906. The local advertiser knows where to spend his money. The only Gold Mark paper in Cincinnati.

OREGON.

THE OREGONIAN (○○), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA.

THE PRESS (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Slight circulation of The Daily Press, for 1907, 102,993; The Sunday Press, 124,006.

THE PITTSBURG DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND.

PROVIDENCE JOURNAL (○○), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (○○). Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (○○) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (○○). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (○○), the only gold mark daily in Wisconsin.

CANADA.

THE HALIFAX HERALD (○○) and the EVENING MAIL. Circulation 15,555, flat rate.

THE GLOBE, Toronto (○○), after 61 years of continuous journalistic leadership, is to day, more than ever, Canada's National Newspaper.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,
NEW YORK CITY.
Telephone 4779 *Beekman*.

President, ROBERT W. PALMER.
Secretary, DAVID MARCUS.
Treasurer, GEORGE P. ROWELL.

The address of the company is the address of the officers.
London Agent, F. W. Sears, 50-63 Ludgate Hill, E.C.

Is issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from electro-type plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES:

Advertisements 20 cents a line, pearl measure 15 lines to the inch (\$5); 300 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, April 29, 1908.

A NEWSPAPER can be as successfully advertised as any other business enterprise in existence.

HERE is the way the Advertising Club of Savannah, Ga., announces a noon-day luncheon:

There will be three two-minute live wire talks, an opportunity for snatches of thought between the bites, and just a few good things.

SOMEONE tells PRINTERS' INK that "Graham Crackers" upon a package of biscuit is a mis-nomer, according to the Pure Food regulations, because these delicacies are not made entirely of graham flour. Does it follow that "Oyster Crackers" are mis-branded unless they contain the succulent oyster? Would it not follow, more or less logically, that "Uneeda Biscuit" goes against the law when a man reads this label who does not stand in need of a biscuit?

MAKE your advertisement represent Mark Twain's opinion of his own character. He says he can tell a lie, but he won't.

BUSINESS houses that are familiar names, like the Rothschilds, and the Hope firm of several generations in Amsterdam, got their celebrity by advertising, and then making good.

HERE is an advertisement from an English paper that testifies to a theft which seems almost incredible:

LOST.—Three fine cottages have mysteriously disappeared from the property Nos. 29, 298 and 300 High road, Willesden Green, London. Please communicate with J. M. Goodwin, 71 Bank St., London, W. C.

It seems that the theft indicated actually took place, the thieves assuming to be owner of the houses they removed. They knew the real owner was ill in bed, far away from the property, and by good luck and cool assurance they succeeded.

Advertising by The Winnipeg *Free Press* may be depended on

to discover novel ways of showing up the newspaper situation in that Canadian city. The latest statement comes in the form of a colored design, of four circles. The largest circle, which contains the other three, is white, and represents the city of Winnipeg. The next largest is blue, and illustrates the circulation of the *Free Press*. The other two represent the *Telegram* and the *Tribune*, and each is partially within the blue circle of the *Free Press*. One is yellow and the other red in color, but where they overlap each other, or the blue, different colors are made. Thus an advertiser is made to see how much, proportionately, he is getting for his money in each city paper, and to determine whether he will scatter his appropriation or place it all with one paper. In reaching his decision he is apt to be influenced by the text matter accompanying the colored diagram of the *Free Press*.

Too much anxiety to sell, and too little to please the customer, is a fatal attitude, for it is usually altogether too apparent.

THE current issue of the *Wisconsin Agriculturist* illustrates the tendency of general advertisers to use farm papers. Among the advertisers are accounts like the following: roofing, three advertisements; carriages, two; telephones, two; gasoline engines, two; and one each of rifles, cartridges, lanterns, sewing machines, dress goods and stoves.

Advertising Literature A number of titles of books devoted in whole or part to advertising have been sent PRINTERS' INK to supplement the list published in the issue of April 15th. Those which are believed to deserve a place in the list are given below:

ENGRAVING, DRAWING, ILLUSTRATING, ETC.

Bouchot, Henri. Book, The; Its Printers, Illustrators and Binders. Royal 8vo. Roxburgh, Scribner & Welford, New York, 1889.

"48," or The Rambles of the "Big Four," by "Old Man." Descriptive of a junket of a party of photo-engravers. 6 1/4 x 8—24 p. illus., privately printed. Detroit, 1899.

Woodberry, George E. History of Wood Engraving. A. Cloth, gilt; 6 1/4 x 9 1/2—222 pp. Harper & Bros. New York, 1883.

JOURNALISM, HISTORY OF NEWSPAPERS, ETC.

Dana, Charles A. Art of Newspaper Making. The. Cloth; 4 1/4 x 7 1/2—114 pp. D. Appleton & Co., New York, 1897.

Given, John L. Making a Newspaper. New York, 1907.

TYPE—TYPOGRAPHY.

Blades, William. Pentateuch of Printing, The. With Memoir by Talbot B. Reed. Cloth, gilt, 8 1/4 x 10 1/2, p. xxvi—118. Elliot Stock, London, 1891.

Development of Printing as an Art, The. A handbook in honor of the bi-centenary of Franklin's birth, held at the Boston Public Library, under the auspices of the Society of Printers, Boston, 1906. 94 p.—5 1/2 x 9.

De Vinne, Theodore. Invention of Printing, The. Last 168 pages of the type specimen book of Geo. Bruce's Son & Co., New York, 1878. Pages folded at top; inside

folds not printed; each page of the History printed in type of a different size or face and variously leaded.

Drew, Benjamin.

Pens and Types, or Hints and Helps for those who Write, Print or Read. Cloth; 4 1/4 x 6 3/4, 132 pp. Lee & Shepard, Boston, 1875.

Van Winkle, C. S.

Printers' Guide. Introduction to the Art of Printing, etc., An. 4 x 6 3/4, p. xxiv—240, tree calf. White, Gallagher & White, New York (1827, second edition).

MISCELLANEOUS.

Baker, William Henry, Help for the Seller. (A book of ready-made advertisements and advertising advice for the retail merchant customers of a wholesale clothing house) 5 1/2 x 8 1/2, 24 p. B. Kuppenheimer & Co., Chicago, 1900.

Baker, William Henry, Letting the Public Know. (Ready-made advertisements and suggestions for retail merchant customers of a wholesale clothing house) 5 x 7—24 p. Cahn, Wampold & Co., Chicago. (2 issues) 1901.

Black, W. H. Family Income. 40 pp. New York, 1907.

Day, Lewis F. Alphabets, Old and New. Chas. Scribner's Sons, New York.

Ford, Paul Leicester. New England Primer, The. Cloth; 5 1/4 x 7—6—114—78 p. Dodd, Mead & Co., New York, 1899 (Republication).

Story of Paper Making, The. An account of Paper Making from its earliest known record down to the present time. 5 1/2 x 8 p. viii—136. Cloth. Illustrated. J. W. Butler Paper Co., Chicago, 1901.

ADVERTISING AGENTS—SPECIAL PUBLICATIONS.

Lord & Thomas. The Book of Advertising Tests. Cloth 5 1/4 x 7 1/2—130 pp. Chicago, 1907.

BUSINESS.

Brown, Archer. Top or Bottom—Which? An inquiry into the causes of success and failure in life from the standpoint of a business man. With introductions by Bishop Charles H. Fowler, Hamilton W. Mabie, Irving Bacheller, Andrew Carnegie and Prest. James B. Angell. Privately printed. New York, 1903.

Helps, Sir Arthur.

The Transaction of Business; in same volume with How to Win Fortune, by Andrew Carnegie; one volume 5 1/2 x 8 1/2; xvi., 134 pp. Eddy Publishing Co., Madison, Wis., 1903.

Philips, W. B.

How Department Stores are Carried On. Cloth; 4 1/4 x 6 1/2, 140 pp. Dodd, Mead & Co., New York, 1901.

Keeping Store. Vol. vi. of the Gist of Things Library. Cahn, Wampold & Co., Chicago, 1901. (William Henry Baker, Editor).

THE St. Louis *Republic* will be represented in Chicago after May 1st by I. S. Wallis.

ON May 1st, the Ireland Advertising Agency will move its New York offices from the Tribune Building to the Marbridge Building, at the corner of Broadway and Thirty-fourth street.

THE Siegfried Advertising Agency, New York, which makes a specialty of real estate and financial advertising, has leased offices in the Park Row Building, to which it will remove from 277 Broadway, on May 1st.

JOHN W. BUCKMASTER, well known in the New York and New England advertising field, has become secretary, treasurer and business manager of *Club Life*, 333 Fourth Avenue, New York. This is a class journal, reaching club men.

THE Elizabeth, N. J., *Journal* states that it carries more paid advertising than any paper in the State, with a single exception; also that it carries more classified advertising than any paper in the United States published in a city no larger than Elizabeth. The *Journal* may well feel proud of this record.

M. P. LINN and A. K. Hammond, Boyce Building, Chicago, have joined the Clover Leaf publishers in the organization of the "Farm League," which includes the *Prairie Farmer* of Chicago, *Farm Progress* and *Twice-a-Week Republic* of St. Louis, *Rural Weekly* of St. Paul and the *Farm Magazine* of Omaha.

THE Ohio State Millers' Association met at Columbus April 14th and 15th, and raised a fund of \$30,000 to advertise Ohio Winter Wheat flour. J. W. Greenfield, Blanchester, Ohio, is chairman of the advertising committee. The meeting at Columbus was addressed by O. J. Prentice of the Long-Critchfield Corporation, who spoke upon "What Advertising Does for a Business."

L. SCHOENFELD & SONS, proprietors of the Standard Furniture Company, Seattle, have opened a "Greater Standard," and make formal notice of the change in an engraved announcement, bordered by an attractive symbolic design.

THE annual session of the National Agricultural Press League was held at Chicago on April 9. The election of officers resulted in the choice of the following, all by unanimous vote: President, James M. Pierce, "Pierce Publications," Des Moines, Ia.; vice-president, Wm. J. Thompson, *Rural Home*, New York City; treasurer, B. F. Biliter, *Farmers' Guide*, Huntington, Ind.; secretary, John M. Stahl, *Farmers' Call*, Quincy, Ill.

THE *People's Popular Monthly* of Des Moines, Iowa, has purchased the *Ladies' Favorite Magazine*, also published in that city. There will be no increase in the advertising rate, it is stated;—at least, not before the coming fall. E. T. Meredith, who has been interested financially in the *Ladies' Favorite Magazine*, but not directly in the management, will devote his whole time, in the future, to the publication of *Successful Farming*.

THE National Association of Newspaper Circulation Managers, comprising the men in charge of the circulation of over two hundred daily newspapers in the United States and Canada, will hold its tenth annual convention at the Bellevue-Stratford in Philadelphia on June 9, 10 and 11. The members from each of the seven daily papers in Philadelphia are all working for the success of the convention, assisted by the national officers, and the Board of Directors. D. B. G. Rose, of the *Evening Post*, Louisville, is president of the National Association, and is assisted by a board of nine directors from as many prominent papers in different parts of the country.

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- Dumas (*Historical Edition*, 25 vols.)
- Eliot (*Arbury Edition*, 12 vols.)
- Foreign Classical Romances (20 vols.)
- French Classical Romances (20 vols.)
- Goethe (*Complete Works*, 10 vols.)
- Haggard, H. Rider (*Authorized Edition*, 23 vols.)
- Hugo (*Valjean Edition*, 9 vols.)
- Irving, Washington (*Biographical Edition*, 15 vols.)
- Kingsley, Charles (*Bideford Edition*, 14 vols.)
- Lincoln (*Centennial Edition*, 8 vols.)
- Muhlbach (18 vols.)
- Reade, Charles (*Ipsden Edition*, 16 vols.)
- Roosevelt, Theodore (*Executive Edition*, 16 vols.)
- Schiller, Friedrich von (*Centenary Edition*, 8 vols.)
- Scott (*Dryburgh Edition*, 25 vols.)
- Shakespeare (*Comedies and Tragedies*, 8 vols.)
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418 West Thirteenth Street

New York City

THE *Oklahoman*, of Oklahoma City, has just added the Hearst Wire Service, which will be taken in addition to the Associated Press News Service and a special news service of its own.

MARCH was the biggest advertising month in the history of the Des Moines *Capital*. An average of more than seven pages of advertising appeared on each publication day, which breaks all its advertising records.

CHARLES H. GRASTY, who sold the Baltimore *News* to Frank A. Munsey a few weeks ago, has returned from Europe to become general manager of the Munsey newspapers—the Boston *Journal*, Washington *Times* and Baltimore *News*. Mr. Grasty's headquarters will be in New York.

IN the advertising bibliography, published two weeks ago in PRINTERS' INK it was stated on page nine that the "Business Man's Library" is published by the Business Man's Publishing Co., Detroit, whereas, as a matter of fact, this set of books is published by the System Company, Chicago.

THE Six Point League is asking publishers of the daily papers represented in New York by its members to publish its advertising in behalf of dailies. The first insertion in the Kansas City *Star* appeared on April 17th, in less than four inches of space. The make-up man on the *Star* was not particularly generous with position, giving an inside column of a left-hand page, surrounded with larger advertisements containing striking cuts of Merry Widow hats and the like. Notwithstanding this supposed handicap, the secretary of the Six Point League received a reply to the ad in the *Star* on April 20th, dated April 17th.

This is testimony in favor of the oft-repeated contention of PRINTERS' INK that an advertisement in a good paper will be read, whatever its position.

AFTER May 1st the *American Artisan*, Chicago, will be located at 355 Dearborn street.

ON one of the Sundays of this month the Des Moines *Register and Leader* printed the largest regular edition ever issued by any paper in Iowa. The forty-eight pages contained over 180 columns of advertising.

THE St. Louis Advertising Men's League is planning for a big advertising exposition next October. All manufacturers of advertising devices and novelties and all publishers of magazines and newspapers containing advertising will be asked to exhibit, and it is believed by the committee that the result will be a display of tremendous proportions.

**Valuable
Directory** The Whitworth Brothers Company of Cleveland has just issued a Classified Business Directory of the city. Cleveland is unfortunate enough to have two telephone companies, and the new directory contains the name and address of each business man, business house, professional man and woman, and supplies the number of the telephones in both companies; it gives a separate list of incorporated companies, their officers and their capital stock; a list of business and professional men and concerns in divisions according to their occupations, and a very complete street guide. Apartment houses, churches and clergymen, police stations, owners of automobiles, cemeteries, public buildings, school teachers, postal information—each class has a separate heading, making the book invaluable for a business man.

Copies of the volume have been mailed to the Chamber of Commerce, Board of Trade and Builders' Exchange in every city of 30,000 or over in the United States and Canada. The book is thus turned into a big advertiser of Cleveland and its people. It was compiled under the direction of George F. Kent.

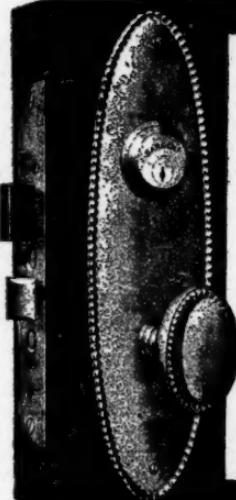
THE ARGUMENT OF SIGHT-LINESS.

Here is an advertisement that makes its appeal on what ought to be one of the most overworked advertising themes in America to-day—that of decorative value. On the contrary, this argument is so rarely used by advertisers that it is a curiosity.

Obviously, it is precisely the point to emphasize in builders' hardware. For the hardware dealer's stock of cheap fittings, strong fittings, reliable fittings etc., is large. But his stock of sightly hardware, that will add

But our public is learning to demand sightliness more and more every day. Our schools are teaching good taste, our artists and designers are increasing in number, our architecture has grown past the days of the iron-front and jig-saw. Sightliness is an argument of possibilities greater than advertisers have yet perceived, even to-day, while its growing appeal will surely make it a central advertising point in the future.

See the vigorous Portland cement industry. The output last year was forty-eight million barrels in this country, or nearly



Hardware
as a Decorative Feature

Every home-builder should make the selection of hardware trimmings a personal matter. If the choice is left to someone else you are almost certain to be dissatisfied with the result. Make it a point to select the design and finish of the hardware yourself.

SARGENT'S
Artistic
Hardware

offers unusual possibilities for making the hardware a decorative feature of the new home.

Write for Sargent's Book of Designs—Sent FREE.
If you are building a house or room, plan it so that you ought to have this book. It is invaluable to home-builders, filled from cover to cover with illustrations and suggestions for making the new home attractive. Shows 68 patterns of artistic hardware and explains the Easy Spring Principle of Sargent's locks. It is a rather expensive book, but willingly sent free to those interested.
A Postage stamp will bring a copy of the book. Addressed to the Colosus, ask us to enclose our Colonial Book.

SARGENT & CO., 119 Leonard Street, New York.

beauty to a home, is *not* large, and when the purchaser's attention is centered on this point—one that perhaps has not occurred to him very forcibly—it is easy to get him interested in a catalogue and a trademarked line.

Our manufacturers make things light, quick, strong, clean, cheap, economical, easy to operate, enduring. These are all standard advertising arguments. When it comes to making things that *look well*, however, they are less often in position to make an extended argument. Perhaps this is the reason why sightliness plays a minor part in advertising to-day.

three times that of five years ago, and our plants have a present capacity of sixty million barrels. Vigorous advertising is done to sell cement as a cheap building material, a convenient one, a fire-proof one, an enduring one, a universal one. But a single glimpse of some concrete factory building, or the memory of a weird suburban villa built of blocks made to imitate stone, will give a man about to build a house such a prejudice against cement that he would not consider it as a material at all. Little has been said about the beauty of concrete when tastefully handled. Keep

the blocks plain, and set them with good sweeping lines, and make no attempt to "disguise" them, and they will be as sightly as any other building material, and a good deal more so than some others. Color your cement before it is spread like plaster over metal lath, and you have a house that is not only sightly, but which will never need painting. But these are points that the cement companies have not put stress upon.

Send for the catalogues of steam or hot-water heating apparatus. Cheapness, ease of operation, comfort and durability, will be covered in a most forceful, convincing way, again and again, and made plain to the dullest understanding by diagrams and comparisons. Well, what does the reader think of besides? Probably he is building in the suburbs or the country so that he can get away from the canned existence of a city apartment. The cheap, gaudy radiators of the speculative apartment are what he thinks of—bedeviled with *outré* designs and covered with aluminum bronze. He does not know that the radiators built into homes can be plain, if he wants them so, or beautified with Period designs, or enamelled in color to match wall decoration, or set along the floors inconspicuously. And his misunderstanding of this point may constitute a prejudice strong enough to swing the contract some other way. Should it not be covered fully? More than that, should not design constitute the first avenue of approach to the home-builder?

Take furniture. Beauty is covered now chiefly by pictures of the goods themselves, which speak to the eye that knows beauty. But there is ample opportunity to *talk* about good design, and the manufacturer who can make this element plain can build up an exclusive attraction as strong as his trademark. For competition in beauty is not as keen as in cheapness and other points. Think of the opportunities for arguing beauty in office furniture, for example. Some

houses have lately taken it up by featuring the desk with legs that raise it from the floor, thus combining piquant design with cleanliness. But think of the opportunities that exist for featuring beauty in these days of the roll-top desk. Properly exploited, design could be made the foundation of a furniture house, and people would demand that firm's label for design quality alone, just as they go to certain architects and decorators of reputation for the same thing. The latter specialists reach only the well-to-do, but a house featuring sightliness in general advertising could reach everybody.

See the Titanic competition among the paint manufacturers—probably no other industry shows so many aggressive general advertisers as this. Every conceivable argument of utility, durability, reasonable cost, etc., is worked up into their advertising copy. But harmonious color schemes are not adequately exploited at all. Some of the paint manufacturers will send the householder definite decorative plans if he asks for them. But very often he does not know that such service is at his disposal. What if some paint house were to make that the central feature, and not only use it as the main channel for inquiries, but demonstrate the value of such advice by telling about notable decorative effects worked out in its advisory department?

The central mark of all advertising is admitted to be the home. People like things in the home that *look well*. They don't want to pay too much, and they do want stuff that will last, require little up-keep, be easy of operation, etc. But above all things they want what will look well, from structural material to window draperies, and this argument of sightliness can often be made the lever for raising the amount of expenditure. Beauty, harmony, sightliness—these seem to-day to be advertising arguments full of potentiality, present and future. Who is living up to their advertising possibilities?

THE ADVERTISER AND
THE EDITOR.

That question is often asked: "What has the advertiser to do with the editorial end, and what has the editor to do with the advertising?" The answer is "Everything—and nothing."

The value of the paper as an advertising medium, depends directly upon the editorial conduct of the publication; for if it is not read, it can have no possible value as a bearer of advertisements. People spend good money for publications for one of two reasons, or both: to be instructed or entertained, and so long as the paper fulfills the purpose for which they read it, they continue to spend money for it. As soon as it fails to do this, they discontinue its perusal as they would discontinue any other expense. And the value of the paper to the subscribers depends upon the editorial conduct. This being true, it can readily be seen how, in no unreal sense, the editor has everything to do with the advertising.

But the solvency and prosperity of any publication depends almost wholly upon the revenue derived from the paid advertising which it carries. The income derived from subscriptions and other sources is so inconsiderable as to be hardly worth mentioning. Few publications could keep out of bankruptcy for three months if all paid advertising were taken away. For this reason, chiefly, it is true that the editor has nothing to do with the advertising. He *must* have nothing to do with it; the less he knows about it, in detail, the better; for his utterances must not be colored by any knowledge of what may or may not be done because of them, nor his acceptances or rejections be governed by any fear or favor. Advertisers, as a class, are as timid as a wild antelope, and as jealous as any pampered pug; and the slightest apparent partiality toward one rather than another is liable to engender a sudden exodus. And because editors are human, it is best that they be kept wisely in ignorance of what

is taking place in the other department.

All this seems very elementary, does it not? But it really is not quite so elementary as it seems, and there is a very practical factor of advantage to every advertiser concealed in it. What I am going to develop applies very strikingly to trade and technical papers, and also, though in a much less degree, to general mediums.

When an advertiser buys space in a paper, he is virtually buying stock in that paper to the extent of his space. And the value of his ad depends directly upon the success of the paper, as the value of his stock would depend upon the prosperity of the corporation issuing it. In the latter case, he naturally would do all in his power to enhance the value of his stock, by enhancing the prosperity of the company. This does not mean, in any sense, that he would become a self-appointed sales agent for the product, but he would lose no opportunity to increase the value of that product, for upon that value rests the value of his holding. And, as I said, when an advertiser buys space in a publication, he practically is buying stock in the concern in amount proportionate to that of his space.

Far too many advertisers buy space, fill it more or less suitably, and sit down to await replies. If the latter do not appear with the frequency anticipated, the paper is branded as no good, and the ad goes elsewhere or stops altogether. Very few of them take any pains to enhance the value of the paper, and with it the efficiency of their own announcement. The paper *ought* to make good; if it doesn't, away with it.

In what way is the value of the paper to be enhanced? Its hold upon its subscribers must be strengthened, it must be given more subscribers, more of the right kind of subscribers, so that your announcement will reach more people, and people who will be in the market for your product.

Do I mean that each advertiser shall leave his business and go

out soliciting subscriptions? No course you will. Did you ever indeed, I don't! Do I mean that hear of the man who wouldn't he must advertise the paper, by paint his fence because his neighbor's wife would get some satisfaction out of looking at it? If leaving copies lying about his office? No, I don't mean that either, any more than I think that every shareholder in the Standard Oil Company should resolve himself into a human pipe-line.

The value of the paper to subscribers depends, first, last and all the time, upon the matter which the editor prints in its pages, matter which he often has great pains to get, and which often is not what he wants when he gets it. The editor's great cry is for *ideas*. He is willing and anxious to pay money for them, just for ideas. His job depends upon his ability to get them, and the very existence of the paper he represents depends upon the getting of them, somewhere and by somebody. The subscriber doesn't buy the paper primarily to read about the virtues of somebody's milling machine, or somebody's soap or talcum powder. He buys it because he wants the *ideas*, and the paper becomes a good advertising medium, because those ideas put the subscriber into a frame of mind in which he is receptive of the arguments with regard to the commodities advertised.

And right here is where the advertiser and the editor get together. It is a ten to one shot that you have some ideas that he wants. Give up some of the store of experience you have been accumulating. Get behind your own ad, and push. Increase the good will of your business by augmenting that of the paper you have appointed ambassador of your business.

I don't mean "write-ups," free puffs, or anything of the kind, That sort of thing doesn't create good-will, it disgusts and exasperates. One of the best ways to create unfavorable opinion is by means of the subsidized press. And you wouldn't trust the lawyer whose opinion was determined by the size of the fee, would you?

"But if I boost the paper, I'll boost my competitor's ad too." Of

course you will. Did you ever indeed, I don't! Do I mean that he must advertise the paper, by paint his fence because his neighbor's wife would get some satisfaction out of looking at it? If you're afraid of your competitor to that extent, you better shut up shop and go live in the dark. You'll be sure to see your shadow in the sun.

Write something for the editor. Don't let your ad stand all alone when you can give it a helping hand if you will, even though you extend the same aid to every other ad in the paper. The success of your ad depends upon the success of the paper, the paper depends upon the ideas its editor can buy, beg, borrow or steal, some of which ideas are yours to give.

Roy W. JOHNSON.

THE Six-Point League, composed of newspaper representatives with offices in New York, has issued an "Annual," which is probably the first publication ever issued by New York Specials. The paper contains articles setting forth the value of newspaper space to advertisers, as well as a list of the members of the League and the papers they represent. One page is given over to portraits of the officers and members of the executive committee.

THE Munich *Allegemeine Zeitung*, one of the most powerful papers on the continent, and which has been in existence 111 years, has recently ceased its daily issues and made itself a weekly. With a liberal creed in all directions and distinct ability, it seemed to lack the power of drawing readers or to obtain for itself the advertising patronage which it has needed, and which its rival, the *Neueste Nachrichten*, has so richly enjoyed.

W. T. ANDREWS, of Andrews & Coupe, New York, has opened offices at 1 Madison Avenue, under the name of the Andrews Advertising Agency. The name of the old firm will not be changed.

SPHINX CLUB PROCEEDINGS.

Secretary of War William H. Taft was the honored guest and principal speaker at the Ninety-Third Dinner of the Sphinx Club, given in the grand ball room of the Waldorf-Astoria Hotel Saturday evening, April 18th. Four hundred members and guests gave the Secretary of War a hearty reception that must have warmed the cockles of his big heart. Back of the president's table at which the Secretary sat with the principal speakers, were two large Sphinxes on a raised platform. The galleries were filled with the wives, daughters and sweethearts of the members, decked in their Easter finery. Truly, the Sphinx did itself proud.

In introducing Secretary Taft, President Robert Frothingham said:

"There were giants in those days," runs the old Hebrew Scripture. It is a saying which this world has been saying and always will say—human nature's natural turning to the past for its intellectual and moral giants, and its pessimism as to the mental and moral stature of the men of the present.

But the Sphinx knows better. She always knows better. The Sphinx's immutable eyes pass—and she has measured the elevations of the ancient river. The riddle of the Sphinx is her keen and penetrating perception into the very heart of mystery, even as the Nilometer measures true appreciation of the present—present values and present opportunities. We of this club know the riddle, and are not befuddled on the giant business. We know there are giants in these days.

At no period have we been more in need of leaders of giant mould than to-day—thoroughly tested leaders who can lead; leaders who are close enough to the people to be with them, and yet so identified with the best self of the people that the people realize it is their own awakened conscience that is leading them; leaders who fully appreciate our complicated economic problems, our portentious social problems, and yet see an answer that is practical; leaders who never know timidity, no matter what their own personal hazard may be. Thank God the times have not left us in poverty of leaders of that stature. Not since the Civil War has this country developed in its public life such men of comprehensive brain and valorous honesty of purpose as some few of those who now loom reassuringly upon our national horizon. Whatever the coming alignment, it cannot go wholly wrong.

The Sphinx Club is non-political, and I

voice no member's political preference. Yet to-night I can say properly and confidently that in this gathering of clear-headed, sound-hearted business men, our alignment in personal appreciation of the great leader who is present is unanimous.

You will remember what Carlyle said: "No period need have gone to ruin could it have found a man great enough, a man wise and good enough, with wisdom to discover truly what the time wanted, and with valor to lead it on the right road thither."

We match Judge Taft against that heroic measurement. For a dozen years his views of the rights and obligations of corporations have been an open book before the people. The policies he advocates to-day he has preached so sanely and so successfully for so long a time that we are apt to forget we didn't always hold them ourselves. And the unconscious absorption of those policies by the public constitutes his best authenticity as a wise and great leader. In the quality of carrying people with him so judiciously that they are unconscious of the determined guidance, his method is the method of Lincoln. Like Lincoln, too, his supreme interest is in men as individuals. Important as measures are, infinitely more important to him are the men affected by those measures. In all his work in our colonial possessions, it has been the people of the islands who have been paramount in his organization plans. Not how to exploit the Philippine Islands, but how to develop the Filipinos as a self-governing race. "You are the father of the Philippines," said a man to him not long ago. "Oh, no," he answered, "I am not. But what I would like to be called is the father of the Filipinos." It is this intensely human quality which has endeared him to the right-minded men of this country without regard to their political preferences. And in our own pressing domestic problems of corporations and finance, his views of economics have heart's blood in them. To him, in making laws for business, men and women are the vital things. If the pursuit of wealth and the pursuit of happiness ever conflict, Judge Taft has a quaint idea that human happiness has the right of way. This is the well-tested man of might who honors us this evening: The Honorable, the Secretary of War, William H. Taft.

Secretary Taft spoke as follows:

Mr. Chairman, gentlemen of the Sphinx Club, ladies and gentlemen:

When Dr. Shaw invited me to be your guest to-night, I accepted with an enthusiastic desire to meet the many interesting and influential men who constitute your membership, and it was only after the awful thought came to me that I would have to make a speech in the presence of so many distinguished critics that I saw the difficulties and troubles into which my hasty acceptance had involved me.

The name of your club is an ominous and terrifying one, for while it points to a wise silence among your members

on the one hand, it also suggests a very decided capacity for eating men on the other. There is only one man spoken of in mythology that brought the Sphinx down, and that was Oedipus who guessed its riddle. But the story of Oedipus, as it comes to me dimly out of the past of a long forgotten Greek tragedy, did not put him in the category of the blessed and the happy, and the answer to the riddle which called for a creature who could satisfy the requirement of being quadrupedal, bipedal and tripodal at different stages, was "man;" but the answer continues to be a riddle even after you have guessed it. I suppose the explanation of the name of this club is that man is the riddle with which magazine writers and publishers have chiefly to deal. The origin, of course, of the magazine and the newspaper was the same, and yet their differentiation began early. It is amusing to note that the first person who pursued the life of journalism for forty years bore the smooth and yielding name of "Butter." There was very little in his emoluments or in his influence that could tempt others, and we, therefore, can but attribute his persistence, in the face of all obstacles, to an innate fascination that there must be in holding and formulating the news to suit the persons upon whose patronage success depends. The relation between politics and literature was never more close than in the beginnings of the modern newspaper and magazines. Defoe, Addison, Swift, Steele and Johnson found their services eagerly sought after by statesmen and those who needed their literary ability, force and humor in the political controversies of the day; but the life of a proprietor or writer of a newspaper or magazine in the seventeenth and eighteenth centuries was a checkered one, and in comparison with it the ups and downs of the present magazine publisher and editor must seem indeed stale and uninteresting.

Fielding told his cousin, Lady Mary Wortley Montague, that he had no choice but to be a hackney writer or a hackney coachman, and that he would have thrown many of his productions into the fire if meat could have been gotten without money or money without scribbling. Still Addison was made a Secretary of State; Steele was knighted; Dr. Johnson was given a comfortable pension; Swift was made Dean of St. Patrick's, and Defoe received much substantial official and governmental favor. There is probably no reason to-day why Richard Watson Gilder should not be made Secretary of State, or Albert Shaw should rise "Sir Albert," now that the rewards of the profession have become much more constant and the position of the successful completely independent. "The world does move," and progress in the literary craft is as marked in certain ways as in any other of the professions or trades. And yet there are certain characteristics of present day journalism that seem to have survived from its beginnings.

I presume the development of modern magazines can be traced directly or indirectly to Addison and Steele, for deliberately they gradually dropped out of the *Tatler* all political reference, and discussed only social, literary and miscellaneous subjects, and they soon ceased to publish the *Tatler* at all and began the *Spectator* as a more ambitious and altogether non-political journal. In this respect, the model of the *Spectator* was not followed, but political pamphlets much more like the modern magazine than the newspaper were published from time to time. The Drapier letters of Swift and the letters of Junius were the finest types of a common form of political instrument, and the latter show the possibility of the successful concealment of an author, even in the days when concealment was much more difficult than now. The biting criticisms of those letters, whether they were the words of Sir Philip Francis, or another, are interesting as a not unimportant circumstance among many, leading to the establishment of responsible ministries and popular government in England as distinguished from the irresponsible meddling administration of the Crown.

When we compare the magazine in the days of Addison with the modern publications, there is much food for thought in the character of the changes which have been wrought, and in the kind of progress which has been made. What I am now discussing is the progress, from the standpoint of the community at large, which has been made in this branch of human activity. Is it not in the extending of the useful influence of magazine reading to the masses of the people? It is not in bringing within the reach of the poorest who read, the power of enjoying the brightest and best of modern literature and art?

The artistic beauty, the useful and interesting information that can be had and is purchased for ten cents by the millions in this country, marks the progress to which I refer.

This difference between the magazine of a century ago and that of to-day finds a counterpart, an analogy, in regard to most of those things which make life enjoyable. In the pursuit of happiness, in point of real living, the man of little means and the man of great means are much nearer in respect to the comforts they enjoy than ever before in the history of the world. And so, generally, if one were to characterize the progress which has been made in modern time, he should place more emphasis upon the increased opportunity furnished under modern conditions to men and women and children of little means, for the enjoyment of those things which go to create rational comforts and rational entertainment than in any other one particular. Nothing makes more strongly for moral elevation and righteousness than such comforts and amusements, because they remove the temptation to vice and vicious pursuits that the heart-breaking monotony of a squalid life is so apt to produce. I do not for a minute underestimate the poverty, the suffering

and distress of many even in so generally prosperous a community as ours, or the burdens that the unemployed have to bear in the present depressed industrial conditions; but speaking by and large, what I have said as to the progress made in the last century concerning the relative conditions of comfort of the rich and the poor, will be borne out by every impartial observer. Magazines hold the mirror up to existing conditions of morality and reflect with great accuracy the popular changes in this regard. During the last four years, there has been a note of warning sounded to the people of the United States, that, prosperous as they have been, marvelous as has been their industrial expansion, great as has been the increase of comfort and convenience of living of all classes, whether rich or poor, there has been in the discharge of certain fidelity trusts, in the conduct of certain great corporate affairs, and in certain enormous business operations, a clearly distinct element of dishonesty, illegality and disregard of moral principle, and that unless it is checked by public condemnation and protest, there is grave danger that the moral foundations of the business of the country will be sapped and degradation and disaster follow.

The magazines of this country, through the articles written on the subject, have left no doubt where they stand in respect to this moral awakening, and have proven to be potent instruments for the preaching of a crusade against the Mammon of unrighteousness. The question which now presents itself, is, how far real moral progress in our civilization and politics is to be made under the influence of this widespread popular desire for better things. Can it be made to operate on the principle of the ratchet wheel, by which every step forward shall be secured and there be no reaction or retrogression? This, perhaps, is too much to hope for, because progress in the world is generally the resultant of action and reaction, and is rather the balance of opposing forces. The danger is that the exuberance and enthusiasm of such a movement may carry the best men to extremes from which the common sense of the people will ultimately draw back and the energy and vitality of such a government will be partially wasted. For instance, those who think that the moral awakening of the people can be turned into a movement by which all poverty shall be abolished and all riches divided up, are really looking towards socialism as a solution of the present inequality in the distribution of wealth. In so doing they are counting on a change in human nature that has not taken place and is not likely to take place in many generations and centuries to come. And reforms, based, for their operative success, upon the complete elimination of selfishness, enlightened or otherwise, from the members of human society, when attempted, are certain to result in failure. The moral awakening, however, has been of the utmost benefit to this country and can be made

more so. It certainly has aroused the interest of the people in government and legislation and has made them properly suspicious and properly watchful of the doings of their representatives. It has given to the young, high-minded, intelligent men the country over, an earnest desire to take part in the movement and to be of those who make for righteousness in government. It is at the bottom of the strong demand for primary elections and the elimination of that kind of political machinery which so often in the past has defeated the will of the people. This quickening of the public conscience has directed public attention and public sympathy toward the poor and the laboring classes and it has aroused men to the necessity of enacting laws, which shall protect them and place them on an equality in dealing with their powerful employers. It has brought forward for the consideration of legislatures, safety-appliance acts, employers' liability acts, child-labor statutes, tenement-house statutes, and all other legislation looking to the rescue of the poor from the oppression to which the greed of the landlord or the employer and their own helplessness may expose them. It has made the public recognize the necessity for the union of labor to enable it to meet on equal terms its corporate and combined employers in respect to the ever recurring controversy as to the division between capital and labor, of their joint product. But those who suppose that this movement is to be regarded as an attack upon wealth accumulated through thrift and industry and honest business acumen, or as a repudiation of the security of private property and invested capital, are sure to be disappointed in the end, and, however great encouragement they may receive at first in the expressions of popular will, he is far ahed, in my judgment, who supposes that this popularity of the moral issue, if I may use the expression, indicates a desire to depart from the institutions of our fathers to amend the guaranties of life, liberty and property as contained in our Constitution or to reach any other end than equality of all before the law and the protection of the equality of opportunity in the pursuit of happiness. The people wish to be convinced that the government is higher and greater than corporate wealth; that they can select servants to represent them who will not yield to those seeking to make themselves exempt from the enforcement of the law and to establish themselves as a privileged class. They must be satisfied that the laws can be executed; that the Government can be carried on in such a way as that the most successful man in the community from a mercantile standpoint, he who has accumulated millions, shall be made to feel that he is amenable to the law and that a violation of it will subject him to its penalty. This movement is still in progress and there is likely to be no backward step. It is a privilege to live in a time when the public pulse is quickened with a moral throb, and to take part in the movement that

grows out of such a state of the public mind.

William H. McElroy, the speaker who followed Secretary Taft, said that he had known the Sphinx Club for many years as a very important body of advertising men, but he couldn't for the life of him understand whether the Sphinx Club was advertising Secretary Taft or had brought him on from Washington to advertise the Sphinx Club. It reminded him of a story that Doctor Holmes used to relate, to the effect that when the genial doctor was a medical student in gay Paris a peddler, whose hair was long, glossy and beautiful, used to hawk a hair invigorator, and the doctor could never understand whether it was the magnificent head of hair of the peddler that sold the invigorator or whether it was the invigorator that grew the magnificent head of hair.

The Sphinx was symbolical of mystery and yet there was naught of mystery about Secretary Taft. "Mr. Taft," said Mr. McElroy, "believes that the office should seek the man and not the man the office, and if asked what is the postoffice address of that man he will tell you to take down the latest volume of 'Who's Who' and look under T. Mr. Taft has great qualities that go hand in hand with a modesty that is not so shrinking that it could not be more shrinking." Mr. McElroy prophesied that immediately after the election to the presidency of Secretary Taft he would receive a call from "Bob" Frothingham who would demonstrate, not prove, to him that he (Frothingham) was the original Taft man and that all others came after, and would intimate to President Taft, with his characteristic modesty, that by way of reciprocity he be given some little souvenir, such as the Ambassadorship to England.

HARK! FROM THE TOMBS A DOLEFUL SOUND.

Editor of PRINTERS' INK:

I have just read an article in the March 11 issue of PRINTERS' INK, respecting the dinner of the Advertising League given February 28. Commenting upon the organization, you said:

"It is possible to make this organization of great value to its members if the monthly meetings are devoted to subjects of general interest to advertising men, such as the subject under discussion at the latest meeting, and if these topics are handled in a practical, *informative* manner."

I heartily agree with you.

I have never attended any of the meetings held by the Brain Merchants, but I have read speeches made by those who spoke at them. And in all the so-called wisdom spouted out by these self-constituted advertising authorities, I have yet to discover anything of an *informative* character.

From what usually takes place at these meetings, the most I have been able to glean is that several successful theorists get up and give out some valueless and monotonous theories

couched in their own self-made advertising vernacular, and accompanied with an anti-comic attempt to be humorous. Why don't some of the powerful minds that gather at the Sphinx and other clubs go in business and utilize for themselves the valuable experience and advertising knowledge they imagine they possess, instead of subordinating themselves to ignorant, though successful, merchants, to whom they offer suggestions?

If they know anything new and valuable which the other fellows do not know, they are fools to disclose it so that *everybody* could use it and thereby destroy its usefulness.

What these scintillating geniuses could do to help the advertising profession is to take steps individually to keep out of the business *such men as are not fitted for it*—men who, having been turned out of fake advertising schools, indulge in expensive and ineffective experimenting, which serve to destroy the confidence of both the advertiser and consumer in advertising.

Let them also take steps to prevent misleading advertising. Instead of stalking around like peacocks and nursing exalted opinions of themselves, they should be discussing ways and means of inspiring confidence in the consumer and advertiser—of discouraging untruthful statements—and of encouraging a strict adherence to honesty in advertising.

If each individual advertising manager would devote a little effort to convincing his employer that dishonesty doesn't pay—that is, when such effort is necessary—and try to establish that fact at these meetings and dinners, then these affairs and their participants might accomplish something.

Ways and means of advertising—a subject that is seldom, if ever, taken up at these lofty gatherings—might be discussed, but whether plans adopted by a number of advertisers will be effective or not, is a question—excepting, of course, when those plans refer to honesty.

It would seem that life is too short to spend an hour or two of it once or twice a month listening to the "clever," "brilliant," and often "funny" (better "judicrous") remarks of some shining light.

How interesting and instructive it must be to attend these dinners and listen to the descantings of the mighty intellects who assemble there for the sole purpose of showing themselves! These conclaves resemble more a group of children playing house than they serve as a medium for communicating valuable thought.

All the advertising men who attend, as a rule, have equal mental equipment—yet one strives to excel the other in saying something brilliant or interesting.

These lofty exponents of psychology and dispensers of advertising wisdom might enlighten a group of amateur advertising men—correspondence school graduates—but how can they enlighten one another, *when all have equal ability?*

Yours truly,

H. L. TOMBS,
308 W. 147th St.

The Lowest Rate and Best Results

FARM, STOCK & HOME

Minneapolis, Minnesota, furnishes this service to Advertisers in its territory

We wanted to know how the returns from FARM, STOCK & HOME compared with those of other Minnesota Agricultural papers, so we wrote to advertisers who had used them all at some time during the past year:

"We will regard it as a personal favor if you will tell us frankly the relative standing of these papers as business-bringers in your case. Do not hesitate to tell us if some other papers paid you better than FARM, STOCK & HOME. We do not want to be jollied or patted on the back. We want the actual facts. If possible we would like to have the relative cost of sales made from all the Minnesota agricultural papers."

One hundred and seventeen replied.

IN ANSWER TO THE LETTER:

- 51 advertisers reported FARM, STOCK & HOME the best.
- 37 returns satisfactory; as good as from any other.
- 3 better results from The Farmer.
- 2 better results from another, not mentioned.
- 7 did not key their advertisements.
- 5 absolute failure in all papers.
- 6 unsatisfactory in all papers.
- 6 declined to make comparisons.

Circulation Over 100,000, distributed as follows:

MINNESOTA.....	50,000	DAKOTAS.....	24,000
WISCONSIN.....	7,500	IOWA.....	7,500
MISCELLANEOUS.....			14,000

GUARANTEED.



The absolute correctness of the latest circulation rating accorded FARM, STOCK & HOME is guaranteed by the publishers of the American Newspaper Directory, who will pay One Hundred Dollars to the first person who successfully controverts its accuracy.

Is there any better place?

Is there any place so good for general advertisers to spend their money as in a city where there are many thousands of intelligent, skilled workmen, and where there are many churches, schools, theatres—and no saloons. Where the great mass of the people live well, dress well, spend liberally and read the newspapers omnivorously. All this applies to the Great Shoe City of the World—

Brockton Massachusetts

A place that the late financial panic touched very lightly indeed, and where business goes right along the year around. The

Brockton Enterprise

now in its twenty-seventh year, is printing over twelve thousand copies daily. It is the HOME paper of Brockton and influences a large amount of trade. Its one price flat rate of thirty cents an inch, for any amount of space for any length of time, enables strangers to do business on equal terms with all others, and does away with dickering over rates. Think it over.

BREAKS ALL RECORDS.

During the past five weeks, from February 25 to April 3, 1908, THE DAILY ARGUS-LEADER of Sioux Falls, South Dakota, has closed annual display advertising contracts with leading Sioux Falls merchants to the amount of

73,428 inches

Nineteen of these advertisers use but one daily paper, the ARGUS-LEADER. Advertisers pay the ARGUS-LEADER a fifty per cent greater rate than any other daily paper in the State—because it has a greater circulation in the city of Sioux Falls, and throughout the State of South Dakota, than any other daily. Net paid circulation for 1908 Over 8,000 Daily.

THE DAILY ARGUS-LEADER

PAUL F. SKINNER, Manager.

VREELAND-BENJAMIN

Foreign Representatives,

New York

Chicago

\$10,000.00 PROFIT in 1907 from Western Associated Press daily. \$200,000.00 gross business. Geographically exclusive field. Equipment modern and sufficient. Advantageous location from which to radiate circulation. Available for \$75,000.00 cash. Reasonable terms to responsible buyer paying substantial cash and showing ability to carry deal through.

Proposition No. 403

\$12,200.00 PROFIT in 1907 from Ohio Valley Associated Press daily. One of my buyers interested to purchase property cannot at this time command sufficient cash. He can raise \$20,000.00 to \$25,000.00 cash, and needs an associate equally capable financially. Cost of property approximately \$100,000.00.

Proposition No. 404

\$6,200.00 CASH annual return to owner from California daily. \$26,700.00 w
buy it.

Proposition No. 405

Controlling interest Mississippi Valley, Republi-
can, evening daily at \$28,000.00. Gross
business of \$17,266.07 in four months, ending
February 29, 1908, which was an increase of
\$3,600.00 over corresponding period one year
before. Magnificently equipped property of ex-
cellent reputation.

Proposition No. 406

\$4,000.00 buys small eastern daily now in
course of development, 1908 business aver-
ages \$560 per month and is fast growing. As
community is first-class and there is no daily
competition, property will undoubtedly suc-
ceed.

Proposition No. 407

\$3,448.96 owner's cash return in year end-
ing March 31, 1908, from New York State
weekly. Available for \$10,000.00 cash.

Proposition No. 408

—
C. M. Palmer
NEWSPAPER BROKER
277 Broadway, New York

Many other properties available and a
number of unsatisfied buyers. Let me know,
in full detail, your ideas if there is some
newspaper ownership transaction you are in-
terested to bring about. I will do what I can
to help you.

COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

Readers of Printers' Ink will Receive Free of Charge
Criticism of Commercial Art Matter Sent to Mr. Ethridge

The idea of using the outline of a shirt as a border for a shirt advertisement is good, but this "Kustom" shirt advertisement is sufficient evidence of the fact that a complete shirt with lettering all over its bosom makes neither an inviting nor a useful advertisement. Nobody would care to wear a shirt with an assortment of newspaper headlines printed across its ample and conspicuous

What it has to do with the bottles of whiskey is not possible



No. 2

to determine, and it would, perhaps, be unfair to say that this is

SHIRTS
TO YOUR ORDER
\$1.50

100 new and exclusive fancy patterns of
portcullis and imported madras. These
shirts are made of the same material,
cut and style as the costliest ones you've
been paying \$3.50 and upward for.
Let us prove it by submitting samples to you.

WE BUY MILL ENDOS - THAT'S THE SECRET

Write, call or telephone
Samples sent to out-of-town customers will be accom-
panied by descriptive copy of current outfit.

THE KUSTOM SHIRT CO.
Dep. 365 MORTON BUILDING
116 NASSAU STREET, N.Y.C.

N91

front, and the picture of a shirt so mutilated is not a particularly pleasing sight. Besides, the advertisement is almost illegible, which is certainly not an advantage. Type neatly set in the mortise of an illustration of the character of No. 2 would not be open to these objections.

* * *

It is not possible to tell from this whiskey advertisement whether the animal shown in the picture is a rocky mountain goat or a baboon. It seems to possess some of the characteristics of each.



one of the things a man sees after indulging in this particular brand of rye.

This alleged illustration occupies nearly half of the entire space, leaving little room to say anything, provided there is anything to say, yet the advertisement appeared in a newspaper of considerable circulation, and its purpose must be to secure orders by mail. As a mail-order effort it hardly seems to be an encouraging investment.

* * *

If this picture were correct it would be safe to say that gloom,



STONY BROOK

*A Summer Colony Offering
Recreation and Instruction,
Together with the Best
Possible Investment.*

Stony Brook, on the north shore of Long Island; high elevation, beautiful property; nearly 300 acres.

Chautauqua Programme, park, auditorium, boating, bathing and fishing. Every advantage for restful and instructive recreation, with none of the usual disadvantages.

*Ask for Illustrated Circular No. 3.
Special Offer of Stock and Lots.*

STONY BROOK ASSOCIATION.

(Incorporated for \$300,000.)

REV. J. F. CARSON, D. D., PRES.
T. W. CAMPBELL, MGR.
200 MONTAGUE ST., Brooklyn.

depression, misfortune or disease find their natural habitat in Stony Brook.

Any person who believed that Stony Brook looked anything like this could not be induced to pay even a brief visit under any consideration. Of course, Stony Brook could not and does not look like the picture, and the question therefore arises, why use the picture?

There seems to be no reason-

able excuse for using in any advertisement an illustration whose character is such as to defeat the purpose of the advertisement.

Another strange thing about this piece of copy is that it is the only New York Suburban advertisement yet discovered which does not tell the time distance between the property advertised and City Hall or Herald Square.

* * *

Here is an advertisement of the Careful Carpet Cleaning Company which, in the original, occupied a space of $1\frac{3}{4} \times 3$ inches. At the right there are arranged four little pictures, one above the other. What these pictures are, nobody knows except the man who made the advertisement. Why they are there, or what useful purpose they can possibly serve, is equally mysterious.

This advertisement represents practically a total waste of space, it having no features of usefulness except the introduction of



the name and address of the company—and this might have been done much better in a space of this size.

BOOKLETS.

The McCray Refrigerator Company, of Kendallville, Ind., has sent grocers a special catalogue describing the refrigerators that they make, adapted to grocers' use. The arrangement and proportion of type to illustration are well handled, and the printing in black surrounded by a light red rule is effective.

The State Board of Agriculture of New Hampshire has issued the sixth edition of "New Hampshire Farms for Summer Homes." The volume is really more pretentious than the term booklet would imply, containing forty-eight pages nine by eleven inches in size. It is subdivided in chapters, and is illustrated with numerous half-tones of some of the remodeled homes of the Granite State.

Three school booklets have come to this office, one from the Northwestern Military Academy of Highland Park, Illinois, and the other two from Mount Pleasant Academy, Ossining, New York. The latter are companion booklets, being reprinted articles by the principal, Charles F. Brusie, which originally appeared in newspaper and magazine columns. The other booklet, or catalogue, is one of the most elaborate that has ever been issued for the purpose of advertising a school. It is printed upon a superior grade of paper, and bound in limp leather, with decorations burnt in. Each page has a different border design, in red, and the book is embellished with numerous photogravures.

In sixteen small-sized pages Swift & Company have succeeded in telling practically everything about their packing houses and various products that it is necessary to know. The booklet contains, among other things, a list of officers, interesting statistics for 1907, an account of the holding of stock in small blocks and especially by the company's employees, an invitation to visit any of the packing plants, a description of the Employees' Benefit Association, a list of the countries where Swift goods are sold, and mention of the company's trademarks. The cover is unusual, being a gray stock with a half-tone in two colors, across front and back cover, of a bird's eye view of the Chicago Stock Yard and packing plant. Above the half-tone, clouds are represented, in gold. On each page of the booklet is reprinted, in color, the "Premium" trademark.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (25 lines) for each insertion. If insertion is for one year, a ten per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, audgranted, double price will be charged.

WANTS.

WANTED—A No. 1 Solicitor, experienced in business and advertising. "L. B." Pr. Ink.

A GENTS wanted to sell ad novelties; 25¢ com-
3 samples, 10c. J. C. KENYON, Owego, N.Y.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

A experienced publisher's representative will increase your foreign advertising account upon a commission basis. Well-equipped office. "SPECIAL AGENT," care Printers' Ink.

WANTED—Jewish Gentleman of experience to act as occasional correspondent for an English Jewish weekly. Apply, stating full particulars, "R. M." Box 114, Station B, Montreal.

A TENTION, MAIL ORDER MEN!—Your circulars mailed at 25 cents per hundred to buyers secured through our own unique plan. For better results give us a trial. **MUTUAL CO.**, 132 Station A, Houston, Texas.

WANTED—Position as business manager by married man, 48, strictly temperate. Thoroughly conversant business details up-to-date newspaper offices. Twenty years' experience—seventeen one paper. Highest references. **W. D. WHITNEY**, Binghamton, N. Y.

WANTED—Advertising men. Experienced Writers, Managers, Solicitors; also opening for Executives, Bookkeepers and Accountants, with publishing experience. Write us to-day, stating age, experience and position desired. Service confidential. **HAPGOODS**, 300 Broadway, New York, or 1010 Hartford Building, Chicago.

POSITIONS NOW OPEN—For adv. solicitor, Vt., \$20; Ohio, \$25; N. Y., \$25; Ind., \$20; circulation mgr., Kan., \$30-40; sporting editor, Northwest, \$20; city editor, Mass., \$30; editor, Ohio, \$25; job foreman, non-union, Ct., \$20; news foreman, union, Ia., \$27; also reporters and linotype operators. Free booklet. **FRALND'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

A DVERTISERS' MAGAZINE and "DOLLARS & SENSE" (Col. Hunter's great book) should be read by every advertiser and mail-order dealer. Best "Advertising School" in existence. Year's subscription and "Dollars & Sense," 60 cents; sample copy of magazine free.

ADVERTISERS' MAGAZINE,
637 Century Building,
Kansas City, Missouri.

YOUNG MEN AND WOMEN of ability who seek positions as writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 25 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WE WANT AN ADVERTISING MAN WHO REALLY KNOWS

from actual past experience, how to help us to increase the sales of a special garment for children's wear. We have a fine plant, a considerable business and have already done the obvious things in advertising salesmaking. We have no time to waste corresponding with novices or those dealing in the "obvious." But if this ad meets the eye of some advertising man who can show us, by his actual performance along similar lines, that he is capable of bringing some special ability and special methods to bear on such a problem as ours, we want to talk with him seriously.

Address P. O. Box 23, Toledo, Ohio.

YOUNG WOMAN, with 7 years' experience in publishing business, bookkeeping and stenography, wants position. Understands advertising make-up. "Y. M." care Printers' Ink.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL Advertising and Business Expert, 785 Metropolitan Annex, New York.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing THE COIN WRAPPER CO., Detroit, Mich

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

INDEX CARDS.

INDEX CARDS for all Cabinets. Get our prices and samples. THE BLAIR PRINTING CO., 912 Elm Street, Cincinnati, Ohio.

LETTER HEADS.

100 LETTER HEADS and 100 ENVELOPES, 75c. postpaid.

Printed on Linen Finish Mail Order Bond; your choice of colors—White, Buff, Olive, Gold or Blue—to introduce our Money Saving Price List of GOOD PRINTING. If you want to see samples before ordering send 4c for postage.

WESTERN BUSINESS AGENCY

Princess Building, Chester, Ill.

MAIL ORDER.

A DB—1 can make a quick success of any unsuccessful mail-order business. Send for free booklet. "EXPERT," P. O. Box 1615, New York.

ADDRESSES FOR SALE.

USE live names and addresses. We have only a small list, about 1,500, received since January, but they are fresh. NATIONAL SALES CO., Philadelphia, Pa.

PATENTS.

PATENTS that PROTECT.

Our 5 books for inventors mailed on receipt of 6 cts. stamp. R. S. & A. B. LACEY, Washington, D. C. Estab. 1869.

BUSINESS OPPORTUNITIES.

I WILL invest \$5,000, and take active interest in a trade paper or advertising agency. Answers must give principal details. Address "B. C." care Printers' Ink.

BOOKS.

Forty Years an Advertising Agent

BY GEORGE P. ROWELL.

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force. The remainder of the edition (published last year) is still offered for sale. About 600 pages 5 x 8 in long primer, with many half-tone portraits. Cloth and gold. Price \$2. prepaid. THE PRINTERS' INK PUBLISHING CO., 10 Spruce St., New York.

ADVERTISING MEDIA.

THE LADIES' HOME JOURNAL is the greatest advertising medium in the world.

A SK Robert Tome, 116 Nassau St., New York, Eastern representative of "Ohio Select List," of which it is a member, if the Troy (Ohio) RECORD ever cuts its rates. All its concessions are stated on ratecard. Send for copy.

HALF-TONES.

WRITE for samples and prices. STANDARD ENGRAVING CO., 560 7th Ave., New York.

PERFECT copper half-tones 1-col. \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

NEWSPAPER HALF-TONES.

2x3, 75c; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

PRINTING.

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOUTON PRESS, drawer 98, Cuba, N. Y.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue (10c). Greatest book of its kind. Published annually. 36th issue now ready; free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

COIN MAILER.

\$2.00 PER 1,000. For 6 coins \$3. Any printing. PYTHIAN PRINTING CO., Ft. Madison, Ia.

PAPER.

B 54-60 Lafayette St., New York City. Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

BILLPOSTING AND DISTRIBUTING.

BILLPOSTERS, covering 4,000 towns and cities; guaranteed service through members of Associated Billposters; every detail handled from printing and placing of posters to inspection and payment of bills. Billboard display has been our specialty for years; we are established and recognized advocates of high-grade service and can produce results. Correspondence solicited. BERNARD ADV. SERVICE, 71 Dearborn St., Chicago.

FOR SALE.

FOR SALE—Two double-color English Wharf-dale printing presses; prints sheet 37 x 43 in two colors. Now running and in perfect condition. THE UNITED STATES PLAYING CARD CO., Cincinnati, Ohio.

FOR SALE—To settle an estate, daily newspaper and job office, established 60 years, near Pittsburgh. Splendid opportunity for hustler with small capital. Address "LOOMIS," 530 Neville St., E. E., Pittsburgh, Pa.

PRESS CLIPPINGS.

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

AD WRITERS.

FOR \$3.00 I will write you an ad or circular to quickly pull \$100 worth of business. Unsuccessful mail-order men can make big money by writing me. Send for free booklet.

"EXPERT," P. O. Box 1615, New York.

PUBLISHING BUSINESS OPPORTUNITIES.

TRADE MONTHLY—

Has age and standing—2,000 circulation in good field.

Gross business, \$12,000.

Now runs as side issue.

Should do well in aggressive hands.

Price, \$12,000.

HARRIS-DIBBLE COMPANY,
Brokers in Publishing Property,
255 Broadway, New York.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.
H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

A. LHERIT FRANK & CO., 26 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' ADVERTISING BUREAU, 237 Broadway (opp. P. O.), New York. Ads in the TRADE JOURNALS our specialty. Benj. R. Western, Propri. Est. 1877. Booklet.

BOOKLETS.

BANKERS.

We have a booklet for Banks that should interest every Bank President and Cashier. They cost: \$500, \$250, 1,000, \$25; 1,500, \$30; 2,000, \$35; 2,500, \$40; 5,000, \$65. Free sample to Banks only. Printers' Ink Press, 45 Rose Street, New York.



BOOKLET

showing 73 original cuts and advertising ideas, also booklet in two colors, both uniquely illustrated. Sent only to banks.

HARDING ADV. CO.,
653 Broad Street,
Newark, N. J.

TYPE.
BARGAINS in slightly used type and other materials. Send for our "Broadside" free. KUESTNER, 246 East 135th Street, New York.

MEETINGS.

THE annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of election, will be held in the office of the Ripans Chemical Company, 10 Spruce St., New York, on Monday, May 11, 1908, at 12 o'clock noon. CHAS. H. THAYER, President.

PRINTING.

PHOTO ENGRAVER has a printing order of a 100-page catalogue. No composition. Will consider a trade proposition from any large printing establishment. Box "8," Printers' Ink.

SUPPLIES.

M.R. PUBLISHER: You ought to have Bernard's Cold Water Paste in your circulation dept' for pasting mailing wrapped clean, convenient and cheap. Sample free. BERNARD'S PASTE DEPT., 71 Dearborn Street, Chicago.

Dennison's

Glue, Paste and Mucilage

In Patent Pin Tubes. Will stick anything stickable. All dealers. Sample tube 10 cts.

DENNISON MANUFACTURING COMPANY
Boston New York Philadelphia Chicago St. Louis

GOOD SHOW CARDS

USE

LETTERINE

THADDEUS DAVIDS CO., 95 & 97 Van Dam St., New York. ESTABLISHED 1825.

FOR PREMIUMS USE

GENUINE



ROGERS & BRO. A-I.

(TRADE MARK)

SPOONS, FORKS, KNIVES, ETC.



The "Star" brand is one of the best known in the market, established more than fifty years. Ask for "Proposition A." Every article bearing the above trade mark is made and guaranteed by

ROGERS & BROTHER, Waterbury, Conn.
INTERNATIONAL SILVER CO., Successor.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

L. G. DEARMAND,
Advertising.

DAVENPORT, Iowa.

Editor Ready Made Department:

DEAR SIR—I have noticed at different times comments and articles in PRINTERS' INK about the "Custom Tailor." I have read and re-read every one of them, for they were all to the point.

I'm now enclosing a few ads and "imitation" write-ups that I have been using for a local tailor. He has advertised every season, for quite a number of years, but he says that this is the first one that has ever shown direct results from this advertising copy.

I do not claim any "originality"—I have simply followed instructions as I have gotten them from "between the lines" in PRINTERS' INK. These ads are getting results direct and indirect. Your criticism is solicited.

Yours very truly,
(Signed) LOUIS G. DEARMAND.

It seems to me that one of the first things for clothing advertisers to do is to get a new set of adjectives. The old ones are badly frayed and shiny and no longer make the impression that they did while new. According to clothing advertisements (both for ready-made and custom tailored) only "nifty," "snappy," "swell," "smart" and "right-up-to-the-minute" garments are now to be had, no matter whether the price be \$5.98 or \$50.00 a suit. This sort of thing must pall, at times, even upon the young man who talks the "nifty" tongue and affects "nifty" clothing. And it is well to remember that a great many men who buy good clothing do neither of these things.

As to attacks on ready-made along the usual lines, that, too, has been very much overdone; though, no doubt, it is still effective and should not be dropped entirely. Besides, nearly all of those arguments can be knocked into a cocked hat, at least so far as argument goes, by the advocate of ready-mades who knows his business and carries a good line.

If I were in the tailoring busi-

ness (a line for which I have made quite a bit of "copy"), I would use my space more to fix attention upon my own line—some particular feature—than to abuse ready-mades and thus, perhaps, create the impression that they constituted more or less formidable competition. I think I would go about it something like this, for instance:

I WANT TO SHOW YOU WHAT I CAN DO FOR \$20
in a spring suit made to your measure
—a suit that anybody can see was made for you.

You'll be surprised to see the materials, workmanship and style that I can put into a suit at that price and still make a decent profit.

At \$20 I can give you your choice of new patterns. I will use either or for lining. I'll stay the coat so that it will hold its shape, without making it feel heavy around the shoulders. I'll show you, before I cut the goods, just how it will look when it's finished and you are in it, and it will be my suit until you say you're satisfied.

As a matter of fact, you can't match my \$20 to-order suit at the same price in ready-made. If the material of the ready-made is as good, it will lack style. If you get anything like as good style, you'll miss the workmanship that stands for longer wear and good shape to the end. You're bound to lose in some of the many things that go to make the work of a good tailor worth its price.

I'll be glad to have you make some comparisons; then you'll know that I know what I am talking about.

THE TAILOR.

After that, I would take up suits at other (higher) prices, and say just what I could do at each price, perhaps, occasionally, ringing in, in a purely incidental way, such points as, "You won't meet another suit like this on the street unless it's from out of town, for there's only one pattern."

In that and other ways, I would give ready-mades an incidental knock every now and then, while concentrating attention first, last and pretty much all the time on *my own goods and service*.

It isn't necessary even to make

price comparisons, as in the ad I have written. It is all right to take the position of "What If a Made-for-You Suit Does Cost a Few Dollars More," and argue it out on the line of superior workmanship, style and wear. But as a rule, it is better to make comparisons secondary and incidental; it isn't well to always assume that you are talking to a "ready-made" man, and it isn't always complimentary to the reader.

The ads submitted, two of which are reprinted here, are good, with the exception that they say too much about ready-mades and too little, specifically, of the advertiser's own offerings. Also they are longer than need be. The second paragraph of this one makes a wholly unnecessary admission:

CLOTHES FOR YOUNG MEN.

The average young man is well aware of the fact that it "pays to wear good clothes"—clothes that are unmistakably made for him—clothes that are elegant in every detail.

It's a peculiar fact that many of the younger men have an idea that to get a "real," "nifty," "snappy," right-up-to-the-minute suit, they must buy a "ready-made."

Now let us tell you a live fact—almost every "ready-made" suit put on the market must be made from 5 to 10 months before the storekeeper even gets a look at them. There are salesmen out right now selling next fall and winter suits—think of it.

Is that a new, "up-to-date" suit, that is made months beforehand?

Every season there are many little style points about smart suits—the sort young men want—that are brought out long after the "ready-mades" are on the market. We can put any or all of these little novel effects into your suit, because we make your suit for you—to your order, not months beforehand, but this month.

For real positive up-to-the-minute styles we are months ahead of the "ready-mades."

And yet with the very newest styles and patterns at your command, through us, we do not charge you an exorbitant price—\$18 to \$40.

We repeat—if it's clothes satisfaction you want, let us make your next suit. Drummond, The Tailor, 108 West Third street, Davenport.

DO YOU MAKE ALLOWANCES?

There have been several articles in the local papers lately, concerning "Ready-made" and "Tailor-made" Suits. In these article arguments have been given why you should buy tailor-

made clothes in preference to "ready-mades."

The two words "clothes satisfaction" have been used many, many times; they have been used for years by the "ready-made" people in their announcements—but what do they mean, that's the question.

You go into a store to buy a Spring suit—you are shown two or three, maybe four, patterns of suits in your size. You choose one suit that "looks pretty good" and "have it altered a little" to partly fit you. Now you don't expect that suit to be as good a fit, style, etc., as one a first-class tailor could make for you, do you?

You make some allowances, don't you?

And just because it's a "ready-made" suit.

Is that clothes satisfaction?

No! Most decidedly not. If you are out to buy a Spring suit (this year above all years), clothes satisfaction should be paramount.

We offer you 300 distinct patterns from which to choose a suit—15 styles of sack suits—workmanship and materials of the highest possible order—a finished suit that is made for you and fits you.

We guarantee clothes satisfaction or refund your money. Our prices are made to fit the purse of the every-day sort of man. \$18 to \$40. Drummond, The Tailor, 108 West Third street, Davenport.

For Interior Decorating. From the Pittsburgh (Pa.) Dispatch.

An art glass Dome for the dining room—

A newel Figure for the reception room—

A new Chandelier for the drawing room—will help wonderfully in re-decorating your home this spring—

See us for the best Light Fixtures at moderate prices.

REINEKE, WILSON CO.,
Wood Street at First Avenue,
Pittsburg, Pa.

From a Series of Good Telephone Ads, Running in the Washington (D. C.) Evening Star.

Waits and Weights

hold us back and down. The telephone eliminates the waits and lifts the weights.

Don't Write—Telephone.
Cheaper to Talk Than Travel.

THE C. & P. TELEPHONE
COMPANY,
722 Twelfth Street, N. W.,
Washington, D. C.

DUNNING BRICK COMPANY,
AULANDER, N. C.

Editor Ready Made Department:

DEAR SIR—Your criticism of brick ads in *PRINTERS' INK* of April 1st carefully noted, for which we thank you. We have just recently started these ads, else we should have submitted several. The two ads you reprinted were numbers three and four of the series, and enclosed you will find numbers 1 and 2, 5, 6 and 8, from which you can gain an idea as to how the subject of brick will be handled by us. Other headings we expect to use in future are "Brick and Insurance," in which we show the economy of brick buildings when insurance is considered, "Sizes of Brick," Selecting Brick—The Price, Brick for Fronts, Brick for Foundations, Preserved-brick Appearance at Common-brick Price, What Quality Brick Means, Brick Economy Made Plain, Compare Two Brick (an attempt to prove the difference in appearance, solidity, etc.) Waste in Brick, Save The Half-Brick, and other headings of this kind. I write these ads, and so far have had no trouble in thinking up line of talk, though I may not handle the subject as well as an experienced ad-man might. This advertising is already showing good results. The beauty of this campaign is that we make a brick that will "make good" our claims for it. If you have plenty of space and time, we would appreciate further criticism of the enclosed as well as plan herein outlined.

Yours very truly,

(Signed) by A. J. DUNNING, JR.

P. S.—I also handle the business of the Dunning Company, Real Estate, which company subscribes for *PRINTERS' INK*.

A. J. D.

It is decidedly refreshing to find so commonplace a product as brick treated in such an interesting way. While builders, of course, know a great deal about brick, I imagine that the knowledge of the average man about to build a brick house is limited to the very apparent fact that there are several different colors and finishes, but that, aside from such variations, brick is just brick. But however that may be, I believe that this line of educational advertising is bound to convince possible buyers that there is a marked difference in quality between bricks which, to the untrained eye, look alike.

The different headings under which the subject is to be treated in advertising are good. Each ad will take the matter up from a different angle, with the result that the interest of the reader

will be gradually increased rather than lost through the sameness which generally characterize ads of building materials.

I can think of but one thing which would add to the effectiveness of this advertising, and whether that is worth while can be determined only by the percentage of profit on the brick, or the extent of the market. What I have in mind is to make a display card to hang conspicuously where the brick are shown, illustrating, in the natural colors, the different color schemes which may be produced by varying the arrangement of the brick. Perhaps it would pay to embody such a card (much smaller in size) in a booklet containing all the arguments presented in the ads, this booklet to be presented to visitors at the store and mailed to a selected list of those who are likely to build.

Here are the ads, in numerical order, which, with those reproduced in a previous installment of this department, complete the series, thus far. I hope that Mr. Dunning will send proofs of those to come, as fast as they appear in the newspapers, together with some account of the costs and results of the campaign:

INTRODUCING A BRICK.

When you say brick to most folks, it merely means burnt clay.

Beginning this week we will talk each week about "quality" brick.

Get acquainted with the kind we make—drop in at Josey Hardware Company and examine our samples.

And watch this space each week.

DUNNING BRICK CO.,
Aulander, N. C.

MORE ABOUT BRICK.

Most any dirt can be made into brick shape, and many of them stop right there.

Getting that brick dried and burned properly is where the trouble starts.

That's where we pay especial attention to our brick and that's what has given our brick the "quality" reputation.

It looks good—it holds good—and we take unusual care to keep up to our "quality" standard.

The Josey Hardware Company will be glad to show you the class of brick we are making.

DUNNING BRICK COMPANY,
Aulander, N. C.

ABOUT BRICK DRYING.

A brick half-dried will be just about half-good.

To be all-good and sound, it must be uniformly dried—each side drying at the same time.

In our system each brick is separate and apart from the rest—every brick gets the same ventilation—and all at the same time.

No brick remains in the drying-kilns longer than a specified time and each particular brick receives the same treatment.

The result is shown in our "quality" brick—a uniform, smooth, high-grade building material.

It's partly in the way we set them to dry, and largely because our shelters are built on scientific principles.

Request Josey Hardware Company to exhibit our samples.

DUNNING BRICK COMPANY,

Aulander, N. C.

BRICK STORES AND DWELLINGS.

When the price of lumber and the cost of insurance is considered, together with the depreciation figured in, the wisdom of building with brick is apparent.

Wood costs some less at the beginning, and a good deal more in the end.

Brick is the safe, solid and conservative building material—and what is more, it is the strictest economy to erect brick buildings either for home or business.

The one thing necessary is to secure the highest grade brick possible for the smallest outlay of expense.

Excellent samples of our best quality brick can be seen at the Josey Hardware Company's, who will be glad to have you examine them.

DUNNING BRICK COMPANY,

Aulander, N. C.

BEAUTY IN BRICK.

Our hard brick runs in two average colors, brown and gray, and a very beautiful effect can be obtained by using these two average colors in the way of a design.

A solid course of gray, then a course of alternate brown and gray, then solid gray and alternate as before makes a pretty design.

Or reverse the combination, or use alternate brown and gray in every course and you get a pretty effect.

Other designs and combinations can be easily found by a little experimenting, laying them up without mortar until you get the design you want.

You will be pleased and well repaid for the little extra trouble involved in laying brick by design where the material is so well adapted to the purpose as our brick.

When laid by design with small mortar joints and careful work, a really beautiful effect can be obtained at very slight additional cost over rough work.

In our two-third hard-grade you always get enough select quality for this

kind of work if proper care is used in selection and laying.

P.S.—In our last week ad we quoted prices \$6 to \$10, but failed to state that these prices were f. o. b. Aulander. The buyer, however, gets benefit of car-load rate in buying from Josey Hardware Company.

DUNNING BRICK COMPANY,
Aulander, N. C.

SEATTLE, Wash.

Editor Ready Made Department:

DEAR SIR—I am enclosing you here-with a milk-bottle stopper used by some local dealer. There is at present more or less discussion in Seattle papers relative to the pure milk question, and there have been some prosecutions.

In the absence of specific details, I am at a loss to know whether consistency has lost its significance as a jewel, or whether the ad refers to superfluous hair in the milk. I am only a student, however, and might know later on.

Very truly yours,
JAS. C. COLUMBUS.

An ad of a preparation for the removal of superfluous hair may be very appropriate on the paper cover of a milk bottle, but the inference is too strong for the average stomach, and such an announcement in such a place is not likely to increase the sale of either the hair remover or the milk. Whether it was an over-trained sense of humor or just plain, unadulterated assiminity that led the advertiser to advertise in this peculiar way, I know not, but it would seem that the exercise of a little horse sense would have shown the boomerang nature of the idea (?). It "will make people talk"—there's no doubt about that—but I wouldn't care to be either the milkman or the "Antipilus" man and have to listen to the comments thus inspired. Just imagine with what pleasant thoughts you would contemplate the morning cup of coffee or the cereal into which you had poured some milk or cream from a bottle whose stopper bore this comforting message:

ANTIPILUS
(Trademark)

SAFE AND SURE
Remover of Superfluous Hair,
THE RAVEN DRUG CO.,
Distributors, Seattle.
Pat. '04.

Out of Print

MARCH 7

THE supply of the 1907 edition of ROWELL'S AMERICAN NEWSPAPER DIRECTORY was exhausted over six weeks ago. Orders are now being taken for the 1908 book; ready for delivery May 15th. Price \$10, prepaid to destination.

The 1908 edition will enumerate nearly 23,000 separate publications, giving frequency of issue, politics or general character, form, size, annual subscription price, year of establishment, the editor's and publisher's names, and copies printed.

The names of towns in which papers are published are followed in the Directory by population, location in State, prominent industries, etc.

In addition to the catalogue of publications by States, separate lists show papers printing a Sunday issue, papers printing in excess of 1,000 copies each edition, and trade and class publications, carefully classified.

**The Printers' Ink
Publishing Co.**

10 Spruce St., New York City

*The Directory will
contain over 1,500
Pages, substantially
bound in cloth and
gold.*